

Exploring the Benefits of Social Media in Supporting Sustainable Hiking Tourism in *Puthuk Sempu*, Indonesia

Faturrohman Dwi Alimin ^{1*}, Dhiyan Septa Wihara ², and Tatik Mulyati ³

¹²Department of Digital Business, Faculty of Economics, Universitas Negeri Surabaya

Jalan Ketintang, Surabaya 60231, Indonesia

faturrohmandwi.22014@mhs.unesa.ac.id, dhiyanwihara@unesa.ac.id

³Department of Management, Faculty of Economics, Universitas Merdeka Madiun

Jalan Serayu, Madiun 63133, Indonesia

tatikmulyati@unmer-madiun.ac.id

Abstract

This study aims to explore the benefits of social media in supporting the implementation of sustainable tourism in the *Puthuk Sempu* hiking tourism area. This study aims to explore the role of social media in the sustainability of *Puthuk Sempu* hiking tourism based on the location of *Puthuk Sempu* hiking tourism between two other hiking tourism, but *Puthuk Sempu* hiking tourism has been able to survive until now. This study uses qualitative methods through observation, interviews, and documentation to obtain narrative data. The results show that social media has been proven to support promotion, communication, and digital mapping. This study also emphasizes the importance of integrating local resources and simple digital utilization to maintain the sustainability of hiking tourism, by showing the correlation between obstacles and supporting factors for the sustainability of *Puthuk Sempu* hiking tourism.

Keywords: *Social media; Sustainable Tourism; Trekking; Local residents; Digital Tourism.*

Submitted: 22 December 2025, Reviewed: 19 January 2026, Accepted: 9 February 2026

To cite this document:

Alimin, Faturrohman Dwi., Wihara, Dhiyan Septa., Mulyati, Tatik. (2026). Exploring the Benefits of Social Media in Supporting Sustainable Hiking Tourism in *Puthuk Sempu*, Indonesia. *JDBIM (Journal of Digital Business and Innovation Management)*, Vol 5. No.1 2026. [DOI link](#)

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi manfaat media sosial dalam mendukung implementasi pariwisata berkelanjutan di kawasan wisata pendakian Puthuk Sempu. Penelitian ini bertujuan untuk mengeksplorasi peran media sosial dalam keberlanjutan pariwisata pendakian Puthuk Sempu berdasarkan lokasinya di antara dua kawasan wisata pendakian lainnya, namun pariwisata pendakian Puthuk Sempu mampu bertahan hingga saat ini. Penelitian ini menggunakan metode kualitatif melalui observasi, wawancara, dan dokumentasi untuk memperoleh data naratif. Hasil penelitian menunjukkan bahwa media sosial telah terbukti mendukung promosi, komunikasi, dan pemetaan digital. Penelitian ini juga menekankan pentingnya mengintegrasikan sumber daya lokal dan pemanfaatan digital sederhana untuk menjaga keberlanjutan pariwisata pendakian, dengan menunjukkan korelasi antara hambatan dan faktor pendukung keberlanjutan pariwisata pendakian Puthuk Sempu.

Kata kunci: *Media sosial; Pariwisata Berkelanjutan; Pendakian; Masyarakat lokal; Pariwisata digital;*

INTRODUCTION

Mountain climbing tourism is a tourism activity that offers a stronger personal experience than other types of tourism. Mountain climbing tourism is not just about enjoyment but also conservation, as it involves direct interaction with nature, processes, and struggles that are in line with the concept of sustainable tourism. Over the past ten years, there has been an increase in tourist interest in mountain climbing tourism (Wuisan & Setiawan, 2025). Based on statistical data from the Central Statistics Agency No.78/09/XXVIII, September 1, 2025, the statistics show the development of domestic tourist travel, with West Java in the highest position, followed by East Java in second place with a percentage of 17.73%, and Central Java in third place with a percentage of 11.10%. This data shows that these three provinces are the centers of domestic tourist movement, which is quite dominant at the national level. Through a social media approach, researchers want to see how tourism managers manage social media and are able to optimally utilize social media to attract new tourists to visit *Puthuk Sempu* hiking tourism.

Referring to data from the Central Statistics Agency on the distribution of tourism villages in Indonesia, East Java leads with a potential of 567 tourism villages. This proves that East Java deserves recognition as an innovator of tourist villages in Indonesia. In 2023, through the Indonesian

Tourist Village Award (ADWI) ceremony introduced by the Ministry of Tourism and Creative Economy (Menparekraf), East Java emerged as the main winner in the Best Tourist Village category through the Ketapanrame tourist village in Trawas, Mojokerto. This appreciation was further supported by the statement made by vice presidential candidate number 02, Gibran Rakabuming Raka, during a debate in January 2024, which cited Ketapanrame tourist village as a concrete example of good management of a village's potential. Almost every region in Indonesia has the potential to be developed into a tourist destination that can support the increase in local revenue (Dharta, 2021). However, based on this information, East Java can be considered one of the provinces that must be visited by domestic tourists. Not only is it a pioneer in the number of tourism villages in Indonesia, but it is also the province that successfully produced the best tourism village in Indonesia in 2023. This transformation effort does not only focus on physical improvements, but also aims to improve the welfare of the surrounding community (Nurlaily, 2024). This factor is also in line with the concept of sustainable tourism, which is not based on short-term management but rather on ensuring that management can be carried out in the long term.

The role of social media also has a strong impact on tourism development. Social media platforms offer opportunities for companies to achieve their marketing goals at a relatively low cost (Hutomo, 2024). One of the advantages that the tourism sector can enjoy is that social media serves as a marketing tool that has been utilized by millions of people around the world, with a very large market coverage. Using the Resource Based View (RBV) as the main theory to explore the management carried out by managers. As a supporting factor, the concept of digital tourism is also used as a basis for the application of digitalization elements. According to Maulida et al. (2024) and Waruwu (2024), several platforms that are often used for promotion are mentioned as platforms utilized by tourism managers.

METHODS

This study uses qualitative methods to obtain narrative data. Qualitative research methods were chosen to understand the phenomena experienced by the research subjects (Moleong, 2017) using a case study approach to explore certain phenomena in depth in a real context (Gössling, 2009 in Moleong, 2017). Primary and secondary data were used.

Informants in this study were selected using purposive sampling techniques. Information collection methods to obtain the necessary and most relevant data included interviews, observation, and documentation. Source triangulation was used as the main triangulation technique in this study. Data analysis used the Miles & Huberman (1994) model in Moleong (2017) with the processes of data collection, data reduction, data presentation, and conclusion drawing.

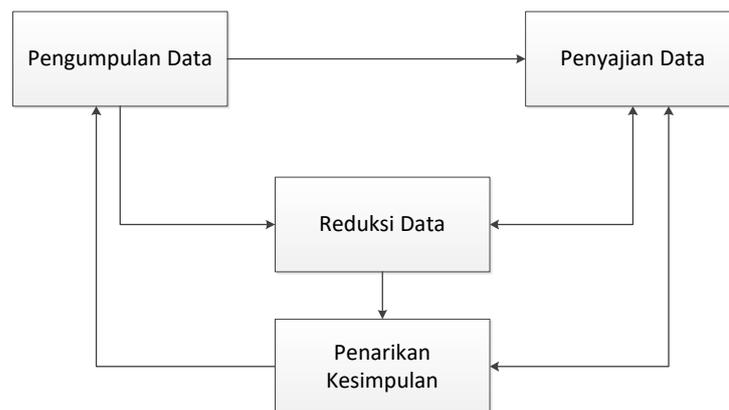


Figure 1 Data analysis flow (Miles & Huberman, 1994)

Data collection is the activity of combining information obtained by researchers during the data collection process in the field. Data obtained from interviews with informants and the observation process, including documentation conducted at the *Puthuk Sempu* hiking tour, are used to strengthen the research data. Data obtained during field information collection will be recorded in two ways: descriptive and reflective notes. Next, data reduction will be carried out. According to Sugiyono (2018), data reduction includes the process of summarizing, selecting important aspects, and focusing on the main things related to the research topic, looking for themes and patterns, ultimately resulting in a clearer picture and facilitating subsequent data collection. This stage serves to organize and sort data based on related themes or topics. For example, data from interviews or observations can be grouped by topics such as management strategies, maintenance, communication, promotion, or visitor experiences. The grouped data can then be coded or labeled according to certain themes or categories. This helps in identifying patterns or trends that emerge in the data. The next process is to reduce the data by focusing on the information most relevant to the research question. This can be done

by selecting samples that represent the variation in the data, selecting quotes or examples that best represent a particular theme, or eliminating irrelevant or redundant data. The coded and reduced data can then be grouped based on emerging themes or patterns. This involves in-depth data interpretation and systematic presentation of the results. To support more systematic and accurate data analysis, this study used NVivo 12 software as a tool in the qualitative data processing and analysis process.

In qualitative research, data or information can be presented in various ways, such as summaries, graphs, relationships between categories, flowcharts, and other formats. However, the most common method of presenting data in qualitative research is through narrative. This presentation method organizes the data obtained from the research neatly and systematically, making the information easier to understand and supporting researchers in analyzing the data to reach accurate conclusions in line with the research objectives. The final step in evaluating qualitative research is drawing conclusions. As stated by Sugiyono (2018), the final results of qualitative research can provide answers to the research questions that have been set from the beginning, although there is a possibility that the results will not be as stated, because it has been explained that the problems and formulation of issues in qualitative studies are temporary and can develop during the research in the field. Conclusions in qualitative research include new findings that were previously unknown. These findings can be descriptions or representations of an object that was previously unclear, so that after the research is conducted, it becomes better understood.

In qualitative research, the primary instrument used is a human being, or informant. Furthermore, researchers also require other tools to collect research data. Informants in this study were selected using purposive sampling. According to Sugiyono (2018), purposive sampling is a data source sampling technique based on specific considerations. These considerations include, for example, the person considered to be most knowledgeable about what is expected, or perhaps a leader, thus facilitating the researcher's exploration of the research object. Informants serve as sources of information knowledgeable about the research being conducted, with the consideration that they are chosen because they are the most knowledgeable about the research information. Informants were selected using purposive sampling, or deliberate selection, based on several considerations based on specific criteria.

The informants in question are those directly involved or those deemed competent and knowledgeable about issues related to the management of the *Puthuk Sempu* hiking tourism site. Based on comparisons and observations conducted by the researcher in September 2025, the researcher selected SW, SH, and SU as informants in this study. Additionally, the researcher also selected E and PU as informants in this study. This study uses these 5 informants because they are considered capable of answering the research questions due to their contribution to the planning, development and management of the *Puthuk Sempu* climbing tourism and their suitability to the informant characteristics desired by the researcher.

Information collection techniques are a crucial step in any research. According to Rahardjo (2011), there are three methods of information collection that can be applied in qualitative research: interviews, observation, and documentation. The right information collection method will produce data with a high level of reliability, and vice versa. Therefore, in this study, the researcher utilized all three information collection methods to obtain the necessary, more relevant data: interviews, observation, and documentation.

RESULT AND DISCUSSION

The *Puthuk Sempu* hiking tourism is a form of nature-based tourism based on nature exploration. It not only offers natural charm but also provides unique experiences for visitors through hiking activities. The *Puthuk Sempu* hiking tourism site is located in Cempokolimo Village, Pacet District, Mojokerto Regency, East Java, and is managed by the Cempokolimo community. Fully managed by the local community, it demonstrates that tourism potential can emerge through local initiative and hard work. The management model also includes several categories utilized to support the sustainability of the *Puthuk Sempu* hiking tourism site, such as ticket counter management, maintenance, and promotion. Researchers' observations, based on information from potential informants in September 2025, indicated that promotion is the most influential component for the sustainability of the *Puthuk Sempu* hiking tourism site. The *Puthuk Sempu* hiking tourism site utilizes two promotional methods: offline, using tourist banners, and online, using social media platforms.

This research involved several key informants who play strategic roles in the development and management of the *Puthuk Sempu* hiking tourism site. The informants in this study were selected using a purposive sampling technique based on their active involvement in various aspects of tourism development, tourism development, and tourism management, as well as their responsibility for managing the sustainability of the *Puthuk Sempu* hiking tourism. This allows the information obtained to reflect a comprehensive perspective from those who directly contribute to the *Puthuk Sempu* hiking tourism. Based on the suitability of the informant characteristics desired by the researcher, five informants were selected to assist in the data collection process in this study.

Based on the results of observations conducted by researchers in September 2025 in the *Puthuk Sempu* climbing tourism, it was found that the *Puthuk Sempu* climbing tourism emerged due to the desire of the local community and nature lovers who wanted a camping site with easy access. So that ideas and innovations were created to form a tourism that provides a camping area with a climbing concept. while the process The in-depth interview process was carried out as one of the data collection techniques to answer the problem formulation of this study, namely to explore how the obstacles faced in the implementation of sustainable tourism in *Puthuk Sempu* climbing tourism, the factors that support the implementation of sustainable tourism in *Puthuk Sempu* climbing tourism and the role of digitalization in maintaining the sustainability of *Puthuk Sempu* climbing tourism with the aim of knowing, identifying, and analyzing problems and phenomena that occur. With the help of Nvivo 12 software, researchers were able to conduct more organized data analysis so as to produce accurate data. Accurate data also allows research objectives to be answered concretely. The results of data processing show that the implementation of sustainable tourism is inseparable from elements of inhibiting obstacles, supporting factors, and the role of digitalization, especially social media, which is the main focus of this study.

Data processing using Nvivo 12 software revealed that sustainability constraints include permits, water resources, finances, number of visits, lack of sponsorship, human resources, digital maps, and benefits. Furthermore, factors supporting sustainability include number of visits, hiking trails, views, facilities, and road access. Digitalization's role in sustainability includes communication tools, digital maps, and promotional

media, utilizing social media platforms such as Instagram, TikTok, WhatsApp, Facebook, Threads, and Snack Video.

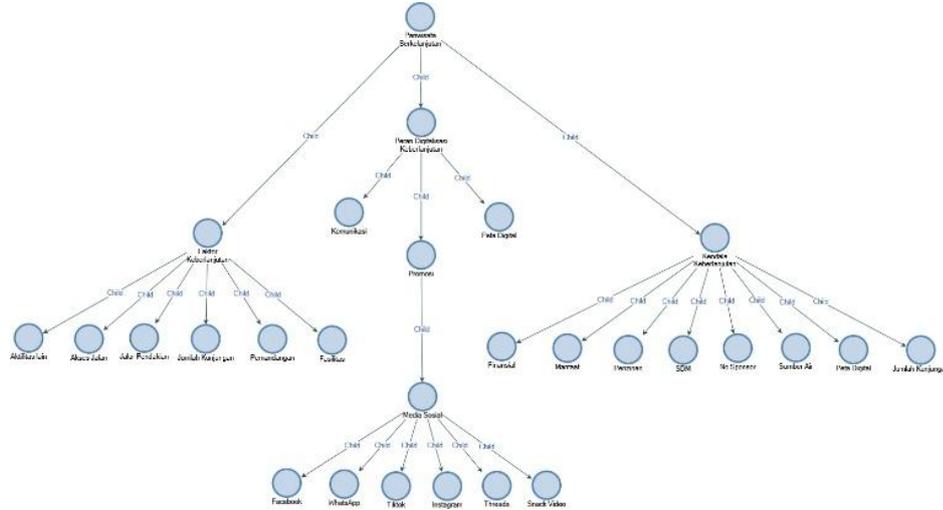


Figure 2 Sustainable Tourism Project Map

What are the obstacles that hinder the implementation of sustainable tourism in the *Puthuk Sempu* climbing tourism? Based on in-depth field interviews, the data was then processed using Nvivo 12 software, and it was revealed that one of the biggest obstacles to the *Puthuk Sempu* hiking tourism is licensing. Licensing is crucial to the operation of a tourism industry. However, the obstacles to implementing sustainable tourism in the *Puthuk Sempu* hiking tourism area are not limited to licensing, but also include other factors that can hinder the sustainability of the *Puthuk Sempu* hiking tourism area.



Figure 3 Sustainability Constraints Word Cloud

What factors support the implementation of sustainable tourism in the *Puthuk Sempu* hiking tourism area? Based on in-depth field interviews, the data was then processed using Nvivo 12 software, indicating that one of the most important factors contributing to the sustainability of *Puthuk Sempu* hiking tourism is the number of visits. Besides the number of visits, there are other factors as well.

Based on interview data and data processing using Nvivo 12, permitting is the primary obstacle faced by the *Puthuk Sempu* hiking tourism management in implementing the sustainable tourism concept. This is despite the fact that permitting is crucial for tourism operations. This licensing obstacle arises from a lack of knowledge among tourism managers regarding the permits required when opening a tourist attraction, particularly in the Pacet area. This aligns with the following information:

“Initially, everything went smoothly until two months later, in September, when we applied for a notary permit from the Malang Forest Management Unit (KPH Malang), which has yet to be completed. This was due to a duplicate proposal, as residents from neighboring villages also proposed land clearing in the same village, which automatically froze the permit by the KPH Malang” SH/16/11/2025

“The most important issue is licensing, as obtaining permits in Pacet is quite difficult, as it's no longer a tourist area. If tourism managers don't understand the overall flow of tourism development, particularly regarding licensing, tourism will likely suffer” PU/24/12/2025

The lack of knowledge among tourism managers regarding tourism permits can hamper the sustainability of *Puthuk Sempu* hiking tourism. Because permitting is a comprehensive matter, it requires agreement and mediation between two or more parties. Consequently, the licensing process takes quite a long time to finally obtain official permission from an authorized agency.

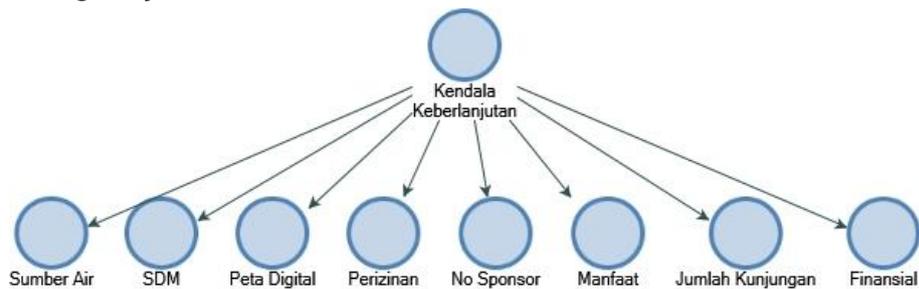


Figure 4 Sustainability Constraints Project Map

Referring to this information, the number of visitors is a key factor in supporting the sustainability of the *Puthuk Sempu* hiking site. When the number of visitors remains stable, all tourism operations will run smoothly. This is relevant to the management's efforts to maintain a stable number of visitors by maintaining the natural environment. This is because the *Puthuk Sempu* hiking site prioritizes nature as its primary attraction. On the other hand, the number of visits is crucial because the *Puthuk Sempu* hiking tourism is relatively new, as stated in the following information:

“It can be said yes because we are a relatively new tourism industry so the number of visits is able to encourage the operational costs of the Puthuk Sempu climbing tourism because this number of visits is also intended to maintain financial stability to cover the operational costs of the Puthuk Sempu climbing tourism.” SH/16/11/2025

Based on this information, it is known that the number of visits can be a factor in sustainability by boosting tourism operations. Since the tourism industry will only be operational in 2024, the number of visits is the primary benchmark for maintaining tourism sustainability. When the number of visits remains stable, other factors will emerge to support the sustainability of the *Puthuk Sempu* hiking tourism. Sustainable tourism is also supported by the availability of complete facilities to ensure visitor comfort while visiting the *Puthuk Sempu* hiking tourism area.

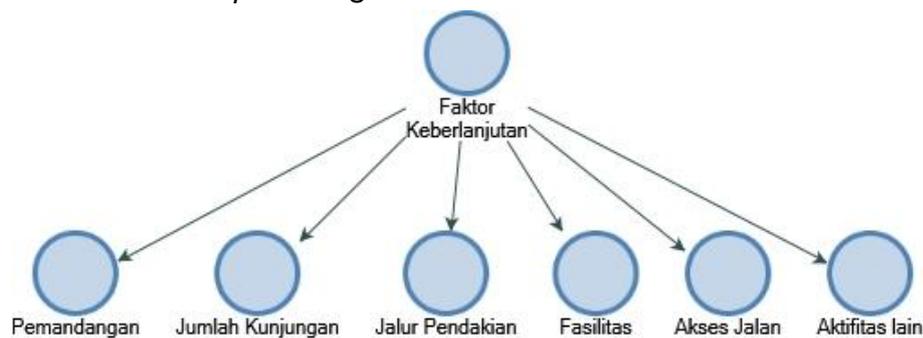


Figure 6 Project Map Sustainability Factors

To support the sustainability of *Puthuk Sempu* hiking tourism, several factors serve as the foundation for sustainability. These include the number of visitors, facilities, hiking trails, views, and road access to the *Puthuk Sempu* hiking tourism site. These factors can certainly support the sustainability of *Puthuk Sempu* hiking tourism. In addition to the aforementioned factors, the management is also implementing digitalization as an effort to maintain sustainability in *Puthuk Sempu* hiking tourism.

What is the role of digitalization in maintaining the sustainability of *Puthuk Sempu* hiking tourism? Based on in-depth field interviews, data processed using Nvivo 12 software, the largest role of digitalization is as a promotional medium. Beyond promotion, digitalization also plays other roles in maintaining the sustainability of *Puthuk Sempu* hiking tourism.



Figure 7 Word Cloud Role of Digitalization

The presence of digitalization in the *Puthuk Sempu* hiking tourism area serves as a promotional medium. This is because promotion is a key role of digitalization in maintaining tourism sustainability. Promotion using digitalization also allows for broader reach because digitalization is accessible to everyone and allows for a broader market reach. This aligns with the following information:

"The most important thing, of course, is helping with the promotion process. Using digital technology allows us to reach a wider audience. This is evident in the number of visitors from outside the city who are willing to come and experience the Puthuk Sempu hiking experience." SW/6/11/2025

"The most important thing is, of course, its role in the tourism promotion process. By using digital as a promotional medium, we will be able to reach a wider audience." SU/10/11/2025

"Digitalization plays a very important role in helping the promotion of Puthuk Sempu climbing tourism. Because by utilizing digitalization, we can reach a wider audience." SH/16/11/2025

Based on this information, it can be seen that digitalization plays a significant role in the sustainability of tourism. This is because using digitalization as a promotional medium can reach a wide audience, thereby

increasing the number of visitors. This is further evidenced by the large number of visitors attracted to visit due to the effects of digital promotion. Furthermore, digital media promotion also allows visitors from outside the region to reach the *Puthuk Sempu* hiking tourism area.

The role of digitalization in supporting and maintaining the sustainability of *Puthuk Sempu* hiking tourism is discussed as a promotional medium, a communication medium, and a medium for implementing digital maps. These three components are the main foundation for implementing digitalization in *Puthuk Sempu* hiking tourism. This demonstrates the importance of digitalization for the sustainability of *Puthuk Sempu* hiking tourism. To utilize digitalization as a promotional and communication medium, *Puthuk Sempu* hiking tourism managers use social media platforms such as the following:

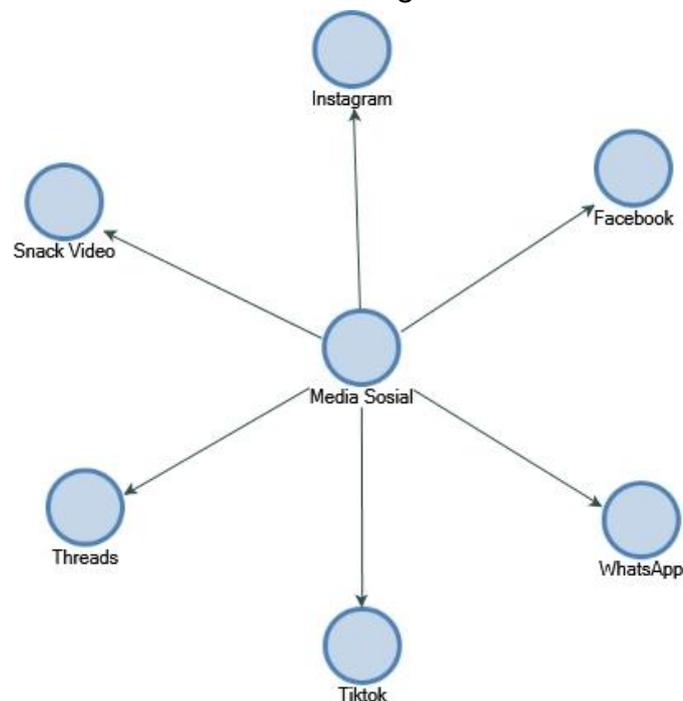


Figure 8 Project Map Social Media

Instagram, TikTok, Facebook, WhatsApp, Threads, and Snack Video are the social media platforms used by the *Puthuk Sempu* hiking tourism management to implement digitalization for sustainable tourism. In this context, social media serves as a promotional tool, conveying information through photos and videos. Social media also serves as a communication tool. This is evidenced by the live broadcast and direct message features on the aforementioned platforms, which the *Puthuk Sempu* hiking tourism

management utilizes to establish real-time communication with visitors and potential visitors.

During this research, researchers discovered another finding: the *Puthuk Sempu* hiking tourism management chose to establish a CV. *Puthuk sempu*. This formation was based on the management's own initiative. This step was taken to anticipate potential internal conflicts and unclear management structures in the future. Furthermore, establishing a legal entity is seen as providing clarity on the division of roles, responsibilities, and ownership in hiking tourism management. This management initiative allows for the sustainability of *Puthuk Sempu* hiking tourism. This is because the tourism development process utilizes the concept of self-reliance between the community and nature lovers. Therefore, the management chose to establish a CV to establish a strong legal basis to minimize future asset and power struggles.

The establishment of *CV.Puthuk Sempu* is highly beneficial for the sustainability of *Puthuk Sempu* hiking tourism. This sustainability is achieved through safeguarding assets and power. This is because the establishment of this tourism is based entirely on community collaboration. Although management, ownership, and power were discussed during the initial planning stages, a strong legal basis was still needed to support this decision. So the formation of this CV is the option chosen by the management to maintain the long-term sustainability of the *Puthuk Sempu* climbing tourism.

CONCLUSION

The *Puthuk Sempu* hiking tourism site is located in Cempokolimo village, Pacet sub-district, Mojokerto Regency, East Java. With its management through a tourism village approach, the development of a hiking tourism site has made the *Puthuk Sempu* hiking tourism site a potential destination. The context of a tourism village extends beyond a traditional village transformed into a unique tourist destination. The unique natural features of the area, such as hills, waterfalls, rice fields, and plantations, are also included in the tourism village context. One example is the *Puthuk Sempu* hiking tourism site, which utilizes the hills with their beautiful natural scenery, stunning hiking trails, and pristine mountain springs, creating a unique and appealing combination.

The application of the sustainable tourism concept aims to ensure the long-term sustainability of the *Puthuk Sempu* hiking tourism site. Therefore, it requires sensitivity to adapt to changing times and the interests and interests of visitors. As a supporting factor, the Resource-Based View (RBV) theory was used as the primary theory to explore the constraints and management practices of the management. As a supporting tool, this study also uses the concept of sustainable tourism to help researchers understand the factors and obstacles faced by managers, as well as the concept of digital tourism as a foundation for implementing digitalization elements in the research object. Through this theoretical and conceptual approach, the results reveal the obstacles that hinder sustainable tourism, the factors that support sustainable tourism, and the role of digitalization in maintaining sustainable tourism. These are described as follows:

What obstacles are faced in implementing sustainable tourism in the *Puthuk Sempu* hiking tourism area? After collecting and processing data using Nvivo 12, it was discovered that the obstacles faced in implementing sustainable tourism in the *Puthuk Sempu* hiking tourism area include permits, lack of water sources, financial constraints, low visitor numbers, lack of support from the local government or village officials, lack of human resources, digital map constraints, and lack of benefits for local residents and MSMEs.

What factors support the implementation of sustainable tourism in the *Puthuk Sempu* hiking tourism area? After collecting and processing data using Nvivo 12, it was discovered that factors supporting the implementation of sustainable tourism in the *Puthuk Sempu* hiking tourism area include the number of visits, facilities, hiking trails, views, and road access.

What is the role of digitalization in maintaining sustainable tourism in the *Puthuk Sempu* hiking area? After collecting and processing data using Nvivo 12, it was discovered that digitalization plays a role in maintaining sustainable tourism in the *Puthuk Sempu* hiking area. It serves as a promotional and communication platform using social media platforms such as Instagram, TikTok, WhatsApp, Facebook, Threads, and Snack Video to promote the *Puthuk Sempu* hiking area and utilizes available features such as live broadcasts and direct messages to foster communication. Furthermore, it also serves as a digital map using the Google Maps platform, making it easier for visitors to navigate to the *Puthuk Sempu* hiking area.

In the data collection process carried out, researchers not only obtained normative information but researchers also found other findings obtained during information collection for completeness of data in this study, namely including administrative obstacles that occurred in *Puthuk Sempu* climbing tourism related to permits and the involvement of the community as a supporting factor for the sustainability of *Puthuk Sempu* climbing tourism.

REFERENCES

- Angelevska-Najdeska, K., & Rakicevik, G. (2012). Planning of sustainable tourism development. *Procedia-Social and Behavioral Sciences*, 44, 210-220.
- Badan Pusat Statistik Indonesia. (1 September 2025). *Perkembangan Pariwisata Bulan Juli 2025(1)2025-09-01*. Diakses pada 3 September 2025, <https://www.bps.go.id/id/infographic?id=1157>
- Barney, J. B. (1991). Resource Based View (RBV) theory. *Firm Resour. Sustain. Compet. advantage. J. Manag*, 17(1), 99-120.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116.
- Dewi, K., Angligan, I. G. K. H., & Mahardika, I. M. N. O. (2023). Strategi meningkatkan peran media sosial dalam membranding destinasi wisata sebagai media pemasaran. *Waisya: Jurnal Ekonomi Hindu*, 2(1), 1-11.
- Dharta, F. Y., Kusumaningrum, R., & Chaerudin, C. (2021). Penguatan Strategi Komunikasi Pada Pengelola Destinasi Wisata Di Kabupaten Karawang. *To Maega: Jurnal Pengabdian Masyarakat*, 4(2), 133-144.
- Firmansyah, F., Pratama, Y. H., Wibisana, B., Azhari, E., & Fitriarningsih, B. (2023). Assistance in the Implementation of Sosial Media and Google Maps to support Ecotourism Potential in Teratak Village. *Abdi Masyarakat*, 5(2), 2233-2239.
- Gössling, S. (2009). Carbon neutral destinations: A conceptual analysis. *Journal of Sustainable Tourism*, 17(1), 17-37.
- Hamsal, M., & Abdinagoro, S. B. (2021). *Sustainable Tourism Pariwisata Wisata di Era Normal Baru*. Scopindo Media Pustaka.
- Hadiwijoyo, S. S. (2012). Perencanaan Pariwisata Berbasis Masyarakat (Sebuah Pendekatan Konsep). *Yogyakarta: Graha Ilmu*.
- Hirmansah, A. (2024). Analisis Strategi Bersaing Melalui Pendekatan Resorce Based-View Guna Mencapai Sustainable Competitive Advantage (Studi Desa Wisata Ketambe). *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(1), 928-936.
- Huberman, A. M., & Miles, M. B. (1994). Data management and analysis methods.
- Hutomo, A. (2024). Analisa Instagram Sebagai Sosial Media Pemasaran Di Industri Pariwisata. In *Prosiding Seminar Nasional Administrasi Banten* (Vol. 1, No. 1, pp. 51-55).

- Alimin, Faturrohman Dwi., Wihara, Dhiyan Septa., Mulyati, Tatik. (2026). Exploring the Benefits of Social Media in Supporting Sustainable Hikung Tourism in Puthuk Sempu, Indonesia
- Ivasciuc, I. S., & Ispas, A. (2023). Exploring the motivations, abilities and opportunities of young entrepreneurs to engage in sustainable tourism business in the mountain area. *Sustainability*, 15(3), 1956.
- Jayanti, E., & Prawiro, J. (2024). Analisis peran media sosial terhadap wisata di Agrowisata Gunung Mas Bogor. *Jurnal Pariwisata dan Perhotelan*, 2(1), 15-15.
- Khadijah, L. U. S., Rizal, E., Hadian, S. D., & Khoerunnisa, L. (2021). Mengenal Media Promosi Konvensional Sebagai Sarana Penyebaran Informasi Mengenai Destinasi Wisata Kedunglumpung Pangandaran. *J. Ilm. Pariwisata*, 26(3), 261-267.
- Kompas.Id *Pembangunan 10 Bali Baru oleh Kemenkraf*. Diakses pada 22 September 2025, [Sandiaga Uno: Pembangunan 10 "Bali Baru" demi Pemerataan Pengunjung \(1\)](#)
- Maulida, R., Choir, S. S., & Putri, N. A. (2024). Strategi Pemasaran Digital Dalam Meningkatkan Promosi Pariwisata Banyuwangi Di Dinas Kebudayaan Dan Pariwisata Kabupaten Banyuwangi. *Jurnal Gembira: Pengabdian Kepada Masyarakat*, 2(01), 238-246.
- Ma, J. X., Buhalis, D., & Song, H. (2003). ICTs and Internet adoption in China's tourism industry. *International Journal of Information Management*, 23(6), 451-467.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif* (Edisi Revisi). Bandung: PT Remaja Rosdakarya.
- Nurlaily, D. K., & Giriwati, N. S. S. (2024). Evaluasi Partisipasi Masyarakat dalam Pengembangan Keberlanjutan Kampung Payung Pandanwangi, Kota Malang. *Jurnal Lingkungan Binaan Indonesia*, 13(4), 168-180.
- Putra, F. K. K., Saepudin, P., Adriansyah, E., & Wahyu Adrian, I. (2018). Digital tourism: A content analysis of West Java tourism websites. *Journal of Indonesian Tourism and Development Studies*, 6(2), 73-84.
- Putri, O. R., & Rachmawati, L. (2023). Dampak Pengembangan Pariwisata Pendakian Puthuk Gragal Terhadap Kesejahteraan Ekonomi Masyarakat. *Independent: Journal of Economics*, 3(1), 92-98
- Rahardjo, M. (2011). Metode pengumpulan data penelitian kualitatif.
- Rahma, A. A. (2025). Strategi Pengembangan Kebun Kopi Karanganyar Blitar Dalam Digital Sustainable Tourism. *Journal Publicuho*, 8(3), 1499-1509.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Romeo R., Russo, L., Parisi F., Notarianni M., Manuelli S. and Carvao S., UNWTO. 2021. *Mountain tourism – Towards a more sustainable path*. Rome, FAO. <https://doi.org/10.4060/cb7884en>
- Runtiko, A. G., Rosyadi, S., Yamin, M., & Hidayat, A. S. (2023). Sosial Media as A Strategic Communication Tool in The Development and Promotion of Ecotourism (The Case of a Small and Medium Ecotourism Enterprise in Pangalengan, West Java). *Sodality: Jurnal Sosiologi Pedesaan*, 11(2), 206-222.

- Salsabila, T. A., & Wibawa, A. (2022). Peran dan Pemanfaatan Media Sosial di Era Society 5.0. *Jurnal Inovasi Teknologi Dan Edukasi Teknik*, 2(9), 416-421.
- Sangadji, F. A. P., Fitri, A. C. S., Hidayat, R., & Ikaningtyas, M. (2024). Peran media sosial TikTok sebagai platform untuk pengembangan bisnis di era digital. *KARYA: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 143-149.
- Saputra, I. G. G., & Sanjiwani, N. M. G. (2024). Digitalization of Rural Tourism Products: Evaluating Stages and Managerial Readiness. *International Journal of Human Research and Sosial Science Studies*, 1(6).
- Sintia, B. (2025). Strategi Pengembangan Pariwisata Berkelanjutan Untuk Meningkatkan Daya Saing Destinasi Lokal. *Jurnal Dinamika Sosial dan Sains*, 2(1), 396-401.
- Sugiyono, S. (2015). Metode penelitian & pengembangan research and development. *Bandung: Alfabeta*.
- Sugiyono, P. D. (2017). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. *Penerbit CV. Alfabeta: Bandung*, 225(87), 48-61.
- Sugiyono, P. D. (2018). Quantitative, qualitative, and R&D research methods. *Bandung:(ALFABETA, Ed.)*.
- Solihin, F., Awaliyah, S., & Shofa, A. M. A. (2021). Pemanfaatan Twitter Sebagai media penyebaran informasi oleh dinas komunikasi dan informatika. *Journal Pendidikan Ilmu Pengetahuan Sosial*, 13(1), 52-58.
- Taufiq, I., & Daherman, Y. (2025). Analisis Pemanfaatan Media Sosial Dalam Sustainable Tourism Desa Pulau Gadang. *Medium*, 13(1), 115-124.
- Waruwu, A. (2024). Media Sosial sebagai Sarana Pendidikan Kristiani: Suatu Upaya untuk Mendidik Generasi Z. *SUNDERMANN: Jurnal Ilmiah Teologi, Pendidikan, Sains, Humaniora dan Kebudayaan*, 17(2), 74-84.
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic management journal*, 5(2), 171-180.
- Wibowo, M. S., & Belia, L. A. (2023). Partisipasi masyarakat dalam pengembangan pariwisata berkelanjutan. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 6(1), 25-32.
- Wuisan, F. F., & Setiawan, B. (2025). Analisis Tren Pendakian Gunung Sebagai Daya Tarik Wisata Alam Di Kabupaten Wonosobo. *Integrative Perspectives of Sosial and Science Journal*, 2(04 September), 7171-7179