

MARKETING STRATEGY FOR PAID RICE AGRO-TOURISM IN THE VILLAGE MARKET TRANSFER

Adelina Lubis^{1*}, Nurul Wardani Lubis² Indah Apriliya³, Wimbi Prima Hadi⁴

^{1,3,4} Universitas Medan Area, Medan, Indonesia

² Universitas Negeri Medan, Medan, Indonesia

ARTICLE INFO

Keywords:
Agrotourism;
SWOT Analysis;
Agro-Tourism Marketing
Strategy

E-mail:
adelina@staff.uma.ac.id

ABSTRACT

The development of agro-tourism is one alternative that can encourage economic potential in an area. Pasar Melintang Village has the largest expanse of rice fields in Lubuk Pakam, Deli Serdang. Therefore, village rice fields have the potential to be developed into rice field agro-tourism and can become new alternative tourist destinations in Deli Serdang Regency and its surroundings. This research aims to formulate an environmentally friendly agro-tourism marketing strategy in Pasar Melintang Village. This qualitative descriptive study uses SWOT analysis to formulate a marketing strategy for rice field agrotourism in Pasar Melintang Village. Partners in this study were 21 people from Mulia farmer groups, community leaders, and related institutions. The result of this research is the need for a diversification strategy to minimize obstacles by maximizing the village's strengths. Then there are five alternative ST (Strength-Threat) strategies that can be used in developing village rice fields.

Copyright © 2022 Economic Journal. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The development of tourism in Indonesia is currently experiencing a significant increase. Progress in the tourism sector makes tourism a critical factor in export income, job creation, business development, and infrastructure, so tourism development has become one of the government's flagship programs (Yusnita, 2019). empower, protect and enforce regulations, not only to direct development but also to pioneer or encourage supporting sectors in realizing tourism development, which has the function of coordinating, marketing, including promotion, price regulation for specific components, setting up distribution systems, or providing information.

Tourism development has not become a priority for the Deli Serdang Regency Government. With an area of 2,497.72 km² (BPS, 2021), it has much natural potential that has not been maximally managed. This can be seen from the many nature-based tourism areas in Deli Serdang Regency that are not widely exposed. Pasar Melintang Village is one of the villages in the Lubuk Pakam sub-district, Deli Serdang Regency, North Sumatra Province. Most of the population's livelihood is farming or agriculture (agro) with a simple land management system. The Melintang Market has excellent potential to develop agro-tourism because of its available natural conditions. This condition is expected to increase farmers' income while conserving available land resources. Based on BPS data from the Lubuk Pakam sub-district alone, the farmers' rice fields can produce 11,483.73 tons in 2020, so this condition can describe the fertile conditions of the rice fields and the economic potential that can be developed apart from rice production.

Agrotourism is part of a tourist attraction that utilizes agricultural businesses as a tourist attraction. The aim is to broaden knowledge, recreational experience, and business relationships in agriculture. Through the development of agro-tourism that emphasizes local culture in utilizing land, farmers' income can increase along with efforts to conserve land resources, as well as maintain local culture and technology (indigenous knowledge), which are generally by the conditions of their natural environment. Based on this, to explore the potential of environmentally friendly agro-tourism in Pasar Melintang, what needs attention is that there has been no effort by the Deli Serdang Regency Government to create environmentally friendly tourism objects and attractions through the development of agro cultivation in Pasar Melintang Village, then there is no agro-tourism model. Environmentally friendly that can be developed in Pasar Melintang Village.

The correct development and cultivation of agro-tourism will, in turn, create jobs because this

business can absorb labor. The benefits of agro-tourism are conserving natural resources, preserving local technology, and increasing the income of farmers or communities around tourist sites (Subowo, 2002). However, the Pasar Melintang village rice field tourism has not received the attention of the wider community even though it has an attraction. Hence, residents only enjoy the village rice field tour. Based on this background, this research aims to formulate an eco-friendly agro-tourism marketing model in Pasar Melintang Village.

2. METHOD

The instrument in developing a marketing strategy for rice field agrotourism in Pasar Melintang village uses a SWOT analysis. The collected data were analyzed using External Factor Analysis (EFAS) and Internal Factor Analysis (IFAS) matrices. The internal matrix (IFAS) describes respondents' perceptions of the strengths and weaknesses currently faced in marketing rice field agrotourism in Pasar Melintang Village. In contrast, the External matrix (EFAS) describes the respondents' perceptions of the opportunities and threats of developing rice field agrotourism in Pasar Melintang Village. The table of data analysis results with the two matrices is presented narratively (Ary Widiastini, 2015). SWOT analysis is an analysis in qualitative research that identifies strengths, weaknesses, opportunities, and threats. By identifying these four factors, it is hoped that SWOT analysis users can reduce weaknesses and maximize strengths as well as enlarge opportunities and minimize threats (Yuliati & Suwandono, 2016)

3. RESULT AND DISCUSSION

3.1 Respondent Profile

The total respondents from this study were twenty-one people consisting of sixteen farmers, one village head, and five people who were community leaders.

Tabel 1. Respondent Profile

Profile	Keterangan	Jumlah	Persentase
Education	Senior High School	20	95,23
	Diploma	1	4,76
	Bachelor	-	
Age	17 - 25	1	4,76
	26 - 34	1	4,76
	35 - 43	5	23,80
	44 - 52	12	57,14
	over 52 tahun	2	9,54
Profession	Student	-	
	Businessman	3	14,28
	Private Sector Employee	1	4,76
	Farmer	16	47,61
	Civil Servant	1	4,76

Based on the table data, based on the education aspect, 95.23% of respondents have a high school education and the equivalent, while the rest are diploma graduates. The age of the majority of respondents is in the range of 44 - 52 years, reaching 57.14%. While from the aspect of work, 47.61% are farmers, and 14.28% are traders. The respondents of this study were farmers, village heads, and five community leaders as part of the community in the Lubuk Pakam District who met the criteria to be respondents.

3.2 Internal Matrix Analysis (IFAS)

Internal factors are the strengths and weaknesses of the development of rice field agrotourism in Pasar Melintang Village. The ranking and weighting are determined from the observations, interviews, and the distribution of questionnaires to respondents.

Table 2. Matriks IFAS (Internal Factors Analysis Summary)

Strength	Total Value	Weight	Rating	Score
1. Pasar Melintang Village has a strategic	71	0,0765	3	0,2295

location that can be a potential tourist location				
2. The village has rice fields with an attractive vast expanse to be used as a tourist location	72	0,0776	3	0,2328
3. The livelihoods of rural communities are farmers who facilitate the development of rice field tourism	71	0,0765	3	0,2295
4. The village land is fertile, so it has the potential for rice field tourism.	64	0,0689	3	0,2067
5. The community enthusiastically participates in developing tourism (e.g., opening a business around the site, joining a tourism driving group, etc.)	67	0,0723	3	0,2166
6. The caring and friendly attitude of the village community	67	0,0723	3	0,2166
7. Melintang market village has village officials and community groups who have good cooperation	67	0,0723	3	0,2166
8. The security situation of the village is quite good	65	0,0700	3	0,21
Total Internal Strength	544	0,5864		1,7583
Weakness	Total Value	Bobot	Rating	Score
1. Access/transportation facilities (public transportation) to the village are inadequate	42	0,0452	2	0,0904
2. Infrastructure/road conditions to the village are damaged and have potholes.	47	0,0506	2	0,1012
3. The government's commitment is doubtful to supporting the development of the Pasar Melintang rice fields into agro-tourism	45	0,0484	2	0,0968
4. There is no initiator or mover to develop rice field tourism in earnest	46	0,0496	2	0,0992
5. The lack of information from the website and social media regarding the news of Pasar Melintang Village	50	0,0539	2	0,1078
6. The village does not have sufficient funding capacity to develop tourism	48	0,0517	2	0,1034
7. Farmers complain about poor irrigation channels that interfere with agricultural activities in the fields	51	0,0549	2	0,1098
8. The village does not have a tourism awareness group (pokdarwis) formed by the community	55	0,0593	3	0,1779
Total Kelemahan Internal	384	0,4136		0,8865
Total Internal Factor	928	1,00		

Based on the results of the calculation of the internal factor strategy analysis above, it can be seen that the total internal strength of 1.758 is more significant than 0.8865. Hence, developing rice field agro-tourism in Pasar Melintang Village is quite strong. These strength factors can overcome the weaknesses that hinder the development of rice-field agro-tourism. From the results in the IFAS matrix, the village factor, which has rice fields with a beautiful vast expanse, turned out to get the most significant score of 0.2328, followed by the Pasar Melintang village factor having a strategic location and the livelihood factor of the village community being farmers who facilitate the development of rice field tourism getting a score of 0,2295. Therefore, it can be seen that the village's greatest strength is the vast expanse of rice

fields in Pasar Melintang village. This has indeed become a characteristic of the village, considering that Pasar Melintang Village has the most extensive rice field area in Lubuk Pakam. Then the area of the rice fields is related to most of the population's profession as farmers, making it easier for agencies to involve residents in managing village rice fields into tourist attractions. This strength is supported by the location of the village, which is not far from the city center in Lubuk Pakam, which is only 4 Km, so that access to the location is easy to trace.

Meanwhile, based on this matrix, it can be seen that the biggest weakness in marketing rice field agrotourism in Pasar Melintang Village is the lack of information from the website and social media regarding the news in Pasar Melintang Village, where this factor gets a score of 0.1078. Based on the research team's research, Pasar Melintang Village has very little news coverage. Even though this village is one of the best rice supply villages in Deli Serdang Regency, the news about the village's achievements cannot be traced in the mass media. This is a weakness that must be overcome because being able to attract attention requires publication either through the website or social media. The subsequent weakness is poor irrigation canals and road factors, with scores of 0.1098 and 0.1012, respectively. Based on data from BPS, it is known that the total length of the paved road is 12 Km and uses 3 KM of concrete. Of the 15 Km of village roads, only 10 Km are in good condition, while the remaining 5 Km are asphalt roads that are damaged, have potholes, and are dangerous for motorists. Then for the irrigation problem, the villagers complained about the poor irrigation from the Sei Ular river, which caused the planting period to be slow. From these problems, it is necessary to get special attention so that it does not become an obstacle to developing agro-tourism in Pasar Melintang Village.

3.3 External Matrix Analysis (EFAS)

The analysis of the external matrix here represents the opportunities and threats faced in marketing rice field agrotourism in Pasar Melintang Village. The results of the identification of opportunities and threats are in the following table below:

Table 3. Matriks EFAS (External Factors Analysis Summary)

Opportunity External Factors	Total Value	Bobot	Rating	Score
1. The economy of the people of Deli Serdang Regency and its surroundings is starting to improve along with the end of the COVID-19 pandemic	59	0,1277	3	0,3831
2. Many travel agents such as travel agencies will be able to promote village rice field tourism	49	0,1061	2	0,2122
3. There are not many rice-field-based agro-tourism in North Sumatra, so village rice-field tourism is quite promising				
4. Deli Serdang has many natural attractions such as beaches, waterfalls, and recreational parks that are well known, so it is hoped that visitors can stop by to visit the rice fields of Pasar Melintang village.	55	0,1190	3	0,357
5. Deli Serdang has many natural attractions such as beaches, waterfalls, and recreational parks that are well known, so it is hoped that visitors can stop by to visit the rice fields of Pasar Melintang village.	64	0,1385	3	0,4155
Total Opportunity Factor	227	0,4913		1,3678
Threat External Factors				
1. There are no investors who are willing to build village rice field tourism	61	0,1320	3	0,396
2. There is a possibility of misuse of tourism development funds	52	0,1126	2	0,2252
3. The increase in food and fuel prices affects the purchasing power of visitors/tourists	57	0,1233	3	0,3699
4. There is a rice field tour in Pematang Johar, Deli Serdang, which was first famous in the community	65	0,1408	3	0,4224

Total External Threats	235	1,4135
Total External Factors	462	1,00

Based on the calculation of the analysis of the internal factor strategy above, it is known that the threat factor has a score of 1.4135, which is greater than the score of the opportunity factor, which is 1.3678. The biggest threat comes from the existence of rice field tourism in Pematang Johar, Deli Serdang, which was first famous in the community with a score of 0.4224, and there are no investors who are willing to build village rice tourism with a score of 0.396

In the EFAS matrix, it can be seen that the highest opportunity is the number of tourist sites in Deli Serdang, such as beaches, waterfalls, and recreational parks that are widely known, to attract tourists who come to Deli Serdang to stop at rice fields tourism sites, the score of these factors is 0.4155. Then the next factor is the economic condition of the people who have started to recover from the COVID-19 pandemic crisis, with a score of 0.3831. Therefore, by looking at the situation where the threat is greater than the opportunity, the relevant agencies must maximize the opportunities they have, for example, with an affordable entry price strategy, the number of tourist attractions that visitors can enjoy, and cooperating with several travel agencies or agents to market the agro-tourism of the Melintang market village. So that by maximizing existing opportunities and reducing obstacles from major threat factors.

3.4 Internal External Matrix

An internal, external matrix was created after analyzing IFAS and EFAS. The total results of IFAS and EFAS calculations are as follows:

1. Total score of strength (strengths) = 1.76
2. Total score of weakness (weakness) = 0.89
3. Total score of opportunities (opportunities) = 1.37
4. Total score of threats (threats) = 1.41

From the calculation of the total score above, a SWOT diagram can be made with the following formula:

$$\frac{S-W}{2}; \frac{O-T}{2}$$

The total score of strength- total score of weakness; total opportunity score - total threat score

$$\frac{1,76 - 0,89}{2}; \frac{1,37 - 1,41}{2} = 0,435; -0,02$$

Based on the above calculation, the coordinates of the internal and external matrix are 0.435; -0.02 with a position in quadrant II which can be seen in the following illustration:

Opportunity (O)

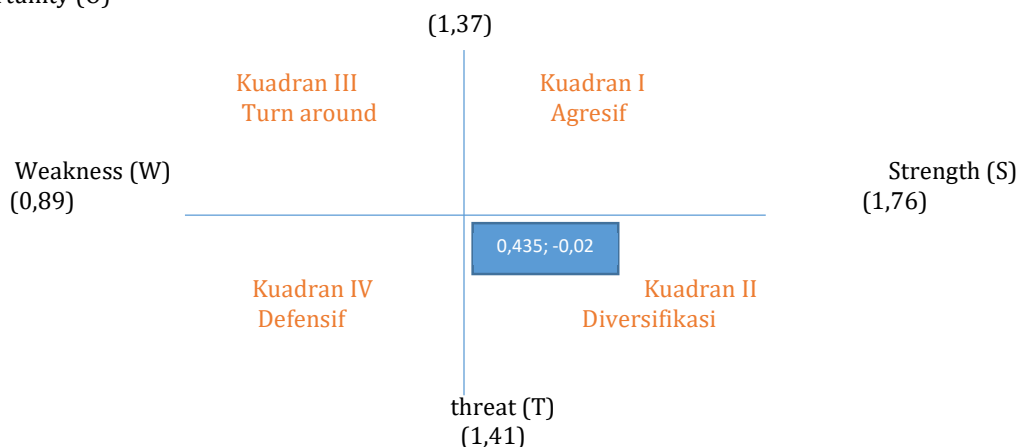


Figure 1. Matrix of Marketing Position of Rice Field Agrotourism in Pasar Melintang Village

3.5 SWOT Analysis and Development Strategy for Rice Field Agrotourism in Pasar Melintang Village

According to Ary Widiastini (2015), the strategy in the SWOT analysis is categorized into two: the grand strategy or the primary strategy and the alternative strategy supporting the primary strategy. The main strategy is developing rice field agrotourism in Pasar Melintang Village, which is in the Internal External matrix. At the same time, the alternative strategy is a strategy that supports the primary strategy or grand strategy. Alternative strategies consist of Strength Opportunities (SO), Strength Threats (ST), Weakness Opportunities (WO), and Weakness Threats (WT).

Based on Figure 1, the position matrix of Rice Field Agrotourism Development in Pasar Melintang Village is in quadrant III. In quadrant III, to develop rice field tourism in Pasar Melintang Village, the relevant agencies must be able to take advantage of and manage the long-term opportunities they have by diversifying. According to Fred R (2006), a diversification strategy is to add new products or services, whether relevant or not, to old products or services. The diversification strategy is carried out to anticipate the magnitude of the threats/obstacles in developing rice field tourism in Pasar Melintang Village. This strategy consists of three types of strategy options, namely: concentric diversification strategy, conglomerate diversification strategy, and horizontal diversification strategy.

Based on the IFAS and EFAS analysis, the next step is to develop a SWOT Matrix. This matrix is used to formulate various alternative strategies that can be used to develop rice field agro-tourism in Pasar Melintang Village. The following results from the SWOT matrix combination can be seen in the table below:

Table 4. SWOT Matrix

Factor Identification	Strength	Weakness
Internal	<ol style="list-style-type: none"> 1. Pasar Melintang Village has a strategic location that can be a potential tourist location 2. The village has rice fields with an attractive vast expanse to be used as a tourist location 3. The livelihoods of rural communities are farmers who facilitate the development of rice field tourism 4. The village land is fertile, so it has the potential for rice field tourism. 5. The community enthusiastically participates in developing tourism (e.g., opening a business around the site, joining a tourism driving group, etc.) 6. The caring and friendly attitude of the village community 7. Melintang market village has village officials and community groups who have good cooperation 8. The security situation of the village is quite good 	<ol style="list-style-type: none"> 1. Access/transportation facilities (public transportation) to the village are inadequate 2. Infrastructure/road conditions to the village are damaged and have potholes. 3. The government's commitment is doubtful to supporting the development of the Pasar Melintang rice fields into agro-tourism. 4. There is no initiator or mover to develop rice field tourism in earnest 5. The lack of information from the website and social media regarding the news of Pasar Melintang Village 6. The village does not have sufficient funding capacity to develop tourism 7. Farmers complain about poor irrigation channels that interfere with agricultural activities in the fields 8. The village does not have a
External		

tourism awareness
 group (pokdarwis)
 formed by the
 community

Opportunities	Strategy SO	Strategy WO
<ol style="list-style-type: none"> 1. The economy of the people of Deli Serdang Regency and its surroundings is starting to improve along with the end of the COVID-19 pandemic 2. Many travel agents such as travel agencies will be able to promote village rice field tourism 3. There are not many rice-field-based agro-tourism in North Sumatra, so village rice-field tourism is quite promising 4. Deli Serdang has many natural attractions such as beaches, waterfalls, and recreational parks that are well known, so it is hoped that visitors can stop by to visit the rice fields of Pasar Melintang village. 	<ol style="list-style-type: none"> 1. Utilizing the beauty of the vast expanse of rice fields and community farming life as a leading tourist attraction (S2, S3, S4, S5, O3, O2, O4) 2. Involving village communities in developing rice field agrotourism in Pasar Melintang Village (S5, S6, S7, O1) 3. Collaborating with tourism agents to promote village rice field tourism (S1, S2, O2, O4) 4. Cooperate with other agro-tourism managers in Deli Serdang who have been successful (S7, O4) 	<ol style="list-style-type: none"> 1. Improving the quality of facilities and infrastructure in Pasar Melintang Village (W1, W2, W3, O2) 2. Doing massive marketing not only offline/conventional but also through websites and social media (W5, O3, O4) 3. Conducting audiences with government agencies, DPRD, to support the successful development of village rice field tourism (W3, W6, W7, O1, O3, O4) 4. Forming a tourism awareness group (Pokdarwis) to facilitate mobilizing village communities to work together in developing rice field tourism (W4, W8, O3, O4)
Threats	Strategy ST	Strategy WT
<ol style="list-style-type: none"> 1. There are no investors who are willing to build village rice field tourism 2. There is a possibility of misuse of tourism development funds 3. The increase in food and fuel prices affects the purchasing power of visitors/tourists 4. There is a rice field tour in Pematang Johar, Deli Serdang, which was first famous in the community 	<ol style="list-style-type: none"> 1. Encouraging active collaboration between village community elements and the Deli Serdang Regency government in developing a model for developing rice field agrotourism in Pasar Melintang Village (S3, S5, S6, S7, T1, T2) 2. Adding agro-tourism products such as freshwater fish cultivation and fishing ponds near rice fields and designing children's playgrounds outside the rice fields. (S1, S2, S3, S4, S5, T4) 3. Maximizing the beauty and characteristics of agricultural education in the rice fields of Pasar Melintang Village (S1, S2, S3, S4, S5, S6, T4) 4. Develop an affordable price strategy for the community (S1, S2, S3, S4, S5, T3) 5. Propose a marketing budget for rice field tourism in Pasar 	<ol style="list-style-type: none"> 1. Conducting hearings with the Deli Serdang Regency government and Sumatra Province Budget for the concept of agro-tourism policies (W1, W2, W3, T1, T2) 2. Involving community elements to build awareness of advancing the village through agro-tourism (W1, W2, W3, W8, T1, T2)

Melintang Village (S5, S7, T1)

The next step is to make strategic priorities based on calculating the total score of strengths, weaknesses, opportunities, and threats. There are four alternative strategies formulated and applied in the marketing of rice field agro-tourism in Pasar Melintang Village, namely Strength Opportunities (SO), Strength Threats (ST), Weakness opportunities (WO), and Weakness Threats (WT). The following is a table containing the formulation and priority of the strategy:

Table 5. Order of Priority SWOT Strategy for Rice Field Agrotourism

Strategy	Formulation	Score	Order
SO	Total score Strength + Total score Opportunities	3,1261	II
WO	Total score Weakness + Total score Opportunities	2,2543	IV
ST	Total score Strength + Total score Treaths	3,1718	I
WT	Total score Weakness + Total score Treaths	2,300	III

From the results of the weight and scoring assessments that have been carried out on the IFAS and EFAS tables, it can be seen that the ST strategy score is the highest, which is 3.1718. ST strategy is a strategy that maximizes strength to overcome the threats/obstacles faced. ST strategy has the following alternative strategies:

1. Encouraging active collaboration between village community elements and the Deli Serdang Regency government in developing a marketing model for rice field agrotourism in Pasar Melintang Village
2. Adding agro-tourism products such as freshwater fish cultivation and fishing ponds near rice fields, adding tourism products that are not related to rice field agrotourism such as photo booths, Deli Serdang souvenir corner in the rice field tourism area, children's playground outside the rice field area, a cheap market for rice, corn, and secondary crops that come from rice fields and are sold outside the tourist area
3. Maximizing the beauty and characteristics of agricultural education in the rice fields of Pasar Melintang Village
4. Develop an affordable price strategy for the community.
5. Submitting a budget proposal for marketing rice field tourism in Pasar Melintang Village

So from the testing data results from interviews, questionnaires, and observations. So the primary strategy in marketing rice field agrotourism in Pasar Melintang Village is a diversification strategy, namely increasing the number of tourism products in addition to the main product. Then the alternative strategies obtained from the SWOT analysis are the five ST strategies described above.

4. CONCLUSION

In the study of the development of rice field agrotourism in Pasar Melintang Village, the primary strategy recommended is a diversification strategy, namely by adding relevant and unrelated tourism products to attract consumers or tourists. The alternative strategy uses a strength threat strategy (ST), which consists of five strategies, namely: Encouraging active collaboration between village community elements and the Deli Serdang Regency government in developing a model for developing rice field agrotourism in Pasar Melintang Village

Adding agro-tourism products such as freshwater fish cultivation and fishing ponds near rice fields, adding tourism products that are not related to rice field agro-tourism such as photo booths, Deli Serdang souvenir corner in the rice field tourism area, children's playgrounds outside the rice fields, cheap markets rice, corn, and secondary crops that come from rice fields and are sold outside the tourist area. Maximizing the beauty and characteristics of agricultural education in the rice fields of Pasar Melintang Village. Develop an affordable price strategy for the community. Submitting a budget proposal for the development of rice field tourism in Pasar Melintang Village.

REFERENCES

- [1] BPS. (2021). Deli Serdang Dalam Angka 2021..
- [2] Deliserdangkab.bps.go.id. (2021). Kecamatan Lubuk Pakam Dalam Angka 2021. In Deliserdangkab.Bps.Go.Id.

- [3] Fred R, D. (2006). *Manajemen Strategi : Konsep* (10th ed.). Salemba Empat.
- [4] Masrin, I., & Akmalia, O. K. (2019). Strategi pemasaran untuk meningkatkan kedatangan wisatawan. *Jurnal Manajemen Dan Bisnis Indonesia*, 5(2), 204–216. https://scholar.google.com/citations?view_op=view_citation&hl=en&user=saoFJNAAAAAJ&pagesize=100&citation_for_view=saoFJNAAAAAJ:WF5omc3nYNoC
- [5] Nurisyah. (2001). Pengembangan Kawasan Wisata Agro. *Buletin Taman Dan Lanskap Indonesia*, IV
- [6] Subowo. (2002). Agrowisata Meningkatkan Pendapatan Petani. *Warta Penelitian Dan Pengembangan Pertanian Indonesia*, 24(1), 13–16.
- [7] Suyastiri. (2012). Pemberdayaan Subak melalui “Green Tourism” Mendukung Keberlanjutan Pembangunan Pertanian di Bali. *Sepa*, 8.
- [8] Yuliati, E., & Suwandono, D. (2016). Arahan Konsep dan Strategi Pengembangan Kawasan Desa Wisata Nongkosawit Sebagai Destinasi Wisata Kota Semarang. *Ruang*, 2(4), 263–272. <https://doi.org/10.14710/ruang.2.4.263-272>
- [9] Yusnita, V. (2019). Pengembangan Pariwisata Berbasis Agrowisata Melalui Penguatan Peran Kelompok Wanita Tani (Studi Di Desa Sungai Langka Kecamatan Gedong Tataan Kabupaten Pesawaran). *Administratio: Jurnal Ilmiah Administrasi Publik Dan Pembangunan*, 10(1), 9–18. <https://doi.org/10.23960/administratio.v10i1.92>
- [10] Widiastini, N. M. (2015). Strategi Pemasaran Pariwisata Di Kabupaten Buleleng, Bali. *Jurnal Ilmu Sosial Dan Humaniora*, 1(1), 1–19. <https://doi.org/10.23887/jish-undiksha.v1i1.4492>