

Analysis of Nepal Van Java Tourism Development Strategy During COVID-19 Pandemic

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Abstract: *The tourism sector is one of the sectors that was most affected by the COVID-19 pandemic. The policy of social activities carried out by the government has an impact on the closure of tourist attractions. It has a direct impact on the sustainability of the area itself. One of the tourist attractions affected by COVID-19 is Nepal Van Java. It is located in Dusun Butuh, Temanggung Village, Kaliangkrik District, and Magelang Regency. The attractiveness is in the people's houses, which are very beautiful and interesting. In particular, this study aims to analyze regional tourism development strategies during the COVID-19 pandemic in the tourist area. The research method used is descriptive-qualitative. The results showed that the development and tourism strategy in Dusun Butuh started with analyzing its internal environment, namely promotion, accessibility, tourism area development, tourism products, human resources, and tourism awareness campaigns. Despite the various obstacles that have existed until now, such as the quantity and quality of human resources, accessibility to tourist sites, and insufficient public facilities, The strategy carried out by the manager in the regional tourism development strategy during the COVID-19 pandemic in Dusun Butuh has been quite effective. It is based on data on visitors from Nepal to Java in 2020, which continues to increase and can help local communities open additional businesses.*

Keywords: *Strategy Development; Regional Tourism; Covid-19 Pandemic; Village Tourism.*

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Introduction

COVID-19 has affected various aspects, namely economic, social, legal, and community welfare aspects (Susilawati et al., 2020). The tourism sector is one of the sectors that was most affected by the COVID-19 pandemic. In the tourism sector, there will be crowds and direct contact with each person. This condition is not allowed during a pandemic in order to avoid COVID-19 spreading. The policy of limiting social activities carried out by the government has had an impact on the closure of many tourist destinations. Meanwhile, the tourism sector is one of the most effective instruments for promoting regional development, community empowerment, and poverty alleviation.

Indonesia has determined the risk of COVID-19 virus transmission using zoning standards. It consists of a red zone, an orange zone, a yellow zone, and a green zone to determine the risk of transmission in certain areas. One of the affected tourist destinations is located in Dusun Butuh, Temanggung Village, Kaliangkrik District, Magelang Regency. It is located on the slopes of Mount Sumbing. This place is well-known as Nepal Van Java. It is where the buildings of the residents' houses are very beautiful and attractive to tourists. It is located on the slopes of the cleft mountain. During the COVID-19 pandemic, only forty-eight out of two hundred thirty tourist attractions were operating in Magelang Regency. The pandemic has resulted in a significant decrease in both regional and foreign tourists. In 2019, it reached 6,523,582 people, while in 2020, it reached around 1,456,289 people. According to the central database of statistics for Magelang Regency, the COVID-19 pandemic turned out to have an impact on 38.52 percent of business actors who experienced an income decrease.

In Nepal Van Java, one of the affected parties during the pandemic is the community leader of its tourism village. In line with its situation, the local government of Magelang Regency prioritizes welfare improvement through raising the quality of human resources, infrastructure quality, and economic development as an effort to rejuvenate the community's economy. With these priorities, tourism in Magelang Regency is expected to recover from COVID-19 effects. One aspect is economic development, which is certainly related to the tourism aspect in the Magelang Regency area. Since regional autonomy was enacted in 2001, regional governments have full authority to regulate government, including in exploring sources of regional original income and developing the economy in their regions. As regulated in the Law of the Republic of Indonesia Number 9 of 2015, regional governments, as regional managers, have an active role in developing the potential of their regions. Based on these problems, it is necessary to study the Nepal Van Java tourism development strategy during the COVID-19 pandemic.

Method

The research method used is a descriptive-qualitative research method (Doyle, 2020). Qualitative research aims to reveal qualitative information, emphasizing the problem of process and meaning, and describes a problem. Bogdan and Taylor define qualitative methodology as a research procedure to produce descriptive data in the form of written and spoken words from the people and actors being observed (Anggito & Setiawan, 2018; Moleong, 2018).

Results And Discussion

Profile of Dusun Butuh Tourism Village

A tourist village is a rural area with an overall atmosphere that reflects the authenticity of the village, both from the architecture of the building and the spatial structure, as well as the socio-cultural life pattern of the community (Latif, 2018). It also provides accommodation components, food, drinks, souvenirs, and tourist attractions. Another definition of a tourist village is a rural area that offers authenticity both in terms of socio-culture, customs, daily life, village spatial structures, and traditional architecture presented in the form of an integrated tourism component (Sarja et al., 2021). It consists of attractions, accommodations, and supporting facilities. The development of tourist villages is based on the community-based tourism paradigm. Community-based tourism development prioritizes increasing the role of the community. The community is one of the stakeholders due to their understanding of its area, besides the government and private sector, in tourism development. As a beneficiary of tourism development, the community must also be the subject or executor of tourism development (Farhan, 2018; Trunajaya, 2016).

Administratively, Dusun Butuh is part of Temanggung Village, Kaliangkrik District, Magelang Regency. Dusun Butuh is the highest area on Mount Sumbing, with an altitude of 1700 meters above sea level. Dusun Butuh has an area of 18.07 ha, consisting of 25 ha of residential areas and 75 ha of residential fields. The location of the residents' fields is up to Post 1 on the Mount Sumbing climbing route via Sejati Path. Furthermore, Post II at the top is a protected forest area for the sustainability of Mount Sumbing Springs. The protected forest is managed by a state forestry company (Estetika, 2016). The population

of Dusun Butuh is 1,924 people, consisting of 1,016 males and 908 females, for a total of 619 families. The level of education of the people in Dusun Butuh is that the majority are elementary school graduates or equivalent, with the following details:

Table 1. The Education Level of the Dusun Butuh Community

No	Education Level	Amount
1	Not yet / no school	274
2	Cottage Boarding school	64
3	SD/MI	1,277
4	SMP / MTs	178
5	SMA / MA	89
6	D1-D3	6
7	S1-S3	27

Source: Profile Data Dusun Butuh, 2021

Based on their type of livelihood, the majority of Dusun Butuh people work as farmers. This is because the Dusun Butuh is very supportive of the agricultural sector. The following is data on the types of livelihoods for the Dusun Butuh community.

Table 2. Types of Livelihoods of Dusun Butuh Community

No	Type of Livelihood	Amount
1	Farmer	1.021
2	Carpentry	96
3	Trader	36
4	Laborer	287
5	Private	31
6	Civil servant	6
7	Not yet / no work	434

Source: Profile Data Dusun Butuh, 2021

The main commodities of Dusun Butuh in recent years have been carrots, bean sprouts, cabbage, and potatoes. Meanwhile, small-scale commodities produced are peas, lettuce, and mustard

greens. The seeds used by the residents of Dusun Butuh are imported seeds from Japan. In marketing, it covers three areas, namely, Giwangan Market, Kaliangkrik KTU, and Magelang Gotong Royong Market. Public facilities related to agricultural activities other than the hamlet pavilion are the Dusun Butuh Market, which is used as a meeting place between farmers and middlemen. Dusun Butuh Market operates from 07.00 a.m. to 20.00 p.m. Around the Hamlet Market, there are small traders. The trading area is the land of Dusun Butuh. Traders rent with payments that go into Dusun Butuh's cash (Estetika, 2016).

In the tourism sector, the Nepal Van Java tourist area is a superior product in the tourism sector of the Dusun Butuh community. It has a significant impact on people's lives, especially in improving the economy of the local community. The Nepal Van Java Tour presents the natural scenery of a residential area located at an altitude of 1,700 meters above sea level on the slopes of Mount Sumbing. Dusun Butuh is the location of the highest village in Magelang Regency, with a natural layout or housing position that is arranged in terraces and neatly lined up, featuring stunning natural mountain views and unique residential views of terraces such as stairs. The layout of the terraced house with stairs is similar to that of a house in Nepal. Therefore, it is called Nepal Van Java.

Before being named Nepal Van Java, Dusun Butuh was only used as a climbing route for Mount Sumbing. The beginning of tourism development begins by exploring the potential of existing resources in Dusun Butuh. In order to add to the aesthetics, the collaboration was carried out with paint products to create a colorful village. In 2020, with the development of communication technology, Dusun Butuh went viral on social media until it became

'Nepal Van Java'. Some of the potential tourist attractions include residential terraces, Nepal Terrace, Depok Park, Baituttaqwa Mosque Courtyard, Climbing Gate, and Nepal Punthuk. In addition to natural and scenic tourism, Nepal Van Java offers cultural tourism such as the mask dance, lengger dance, jathilan, slawatan laras madyo, and sholawat. With some of these potentials, it is not surprising that Nepal Van Java tourism is visited by many tourists. The following is the visitor data for Nepal Van Java in 2020.

Table 3. Number of Visitors for Nepal Van Java Tourism in 2020

No	Month	Amount Visit
1	January	150
2	February	200
3	March	210
4	April	215
5	May	250
6	June	340
7	July	351
8	August	20,418
9	September	30,042
10	October	19,405
11	November	29,855
12	December	27,824
Total Visits		129,273

Source: Nepal Van Java Tour Officer, 2021

Regional Tourism Development Strategy During The COVID-19 Pandemic Promotion

During the COVID-19 pandemic, Nepal Van Java management used social media as a promotional medium. Social media is a technology that is considered very effective and efficient in helping the promotion process of Nepal Van Java. The social media used is Instagram, with the account name @nepal_van_java. It is assisted by media partners, Traveling

Journalists and the Indonesian Journalists Association (PWI), to edit videos and photos. The media partners helped with not only publishing on Instagram accounts but also making articles published in digital and print media. The leading strategy carried out by tourism management in promoting Nepal Van Java is to promote the tour when it does not coincide with other tourism promotions. From there, Nepal Van Java gets the main spotlight, especially on the island of Java. For example, the promotion of Nepal Van Java was carried out when the Enforcement of Restrictions on Community Activities policy was implemented, where the community was limited in terms of activities outside the home and the use of online media increased sharply (Prawira W., 2018; Schwemmer & Ziewiecki, 2018). One of the impacts of this policy is that it causes boredom in the community, and then people will look for many alternative visits for refreshing after the Enforcement of Restrictions on Community Activities policy is completed.

The promotions carried out were full of calls for compliance with health protocols when visiting Nepal Van Java. In addition, every visitor who comes to the location is checked for body temperature using a thermometer by the tour officer. Visitors are also required to wear masks, wash their hands in the places provided, and keep their distance to anticipate the wider spread of the COVID-19 virus. In addition to an appeal to comply with health protocols, the promotional media also conveys an appeal to preserve the environment. At tourist sites, there are limits on which locations can be reached directly by visitors and locations that are allowed only to be seen. When visiting Nepal Van Java during the COVID-19 pandemic, tourists must meet the requirements. One of them is to show a

certificate for the second dose of vaccine. However, tourists who have not been vaccinated can still visit Nepal Van Java with the obligation to implement strict health protocols during their visit. In addition to tourists, the manager of Nepal Van Java also applies a visit restriction of 25 percent of capacity. During the COVID-19 pandemic, Nepal van Java is open from 06.30 a.m. to 17.00 p.m. (Pemkab Temanggung, 2021).

Accessibility

Accessibility is an important aspect that supports tourism development because it involves cross-sectoral development. Accessibility can be seen from the condition of the access road to Nepal Van Java tourism. Because it is located in a mountainous area, the road conditions are too steep, with potholes. Accidents often occur, making it dangerous for visitors. There has been no assistance from the government, both at the central and regional levels, in terms of improving road access.



Figure 1. Condition of Access Road to Nepal Van Java

In addition to road access, accessibility can also be seen in the availability of accommodation. The number of accommodations available in the form of homestays in the Nepal Van Java tourist area is currently five. The manager frees the local community to open and manage the homestay independently. This availability has not been accompanied

by good management, especially in terms of cleanliness. The homestay promotions carried out are still limited to offering lodging facilities to visitors, not taking advantage of promotions through social media or other online marketing media. This is also motivated by the lack of access to internet and wifi signals in the area. The infrastructure facilities in the Nepal Van Java tourist area are quite complete, with public facilities such as mosques, pavilions, gardens, public bathrooms, homestays, parking lots, and garbage cans. The existence of Depok Park facilities can be used to display art performances that have been prepared by the tour manager. The pavilion is used as a transit place for visitors and various other activities.

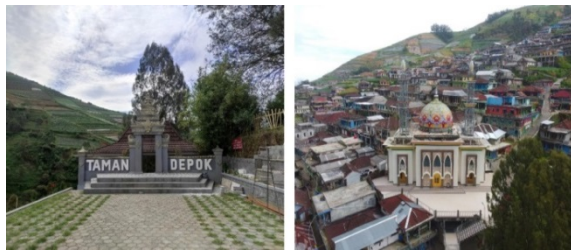


Figure 2. Facilities in Nepal Van Java

The life of Dusun Butuh has changed since the existence of Nepal Van Java as a tourist destination. Starting from social, cultural, and behavioral aspects to how to communicate. Initially, the majority of people worked only as vegetable farmers, but now they have a side profession in these tourist destinations. Tourist facilities that attract tourists are dragon statues and viewing posts. There, tourists can take selfies with a panoramic view of Mount Sumbing. In addition, the available attractions are vegetable picking tours that can be done when the harvest season starts. Currently, the community has business opportunities to improve the economy, such as selling vegetables, providing homestays, and others. So that

the existence of a tourist attraction opens other job vacancies for Dusun Butuh community (Maulida & Prawira W, 2020; Widodo, 2021).

Tourism Area Development

In tourism development, the role of the government at the central and regional levels is needed, as well as the support from the private sector. Efforts to develop tourist areas have been carried out continuously by the Nepal Van Java management. The development of tourism requires five stakeholders, starting with academics, businesspeople, communities, the media, and the government. Collaboration was carried out between the Temanggung Village government, Kaliangkrik District, and the Magelang Regency government. Nippon Paint is the private sector partner who has agreed to collaborate. Nippon Paint has donated 1,361 liters of paint to be applied to 300 houses so that the houses are colorful. Its beauty has become popular because it resembles the rural scenery of Namche Bazaar in Nepal.

In this corporate social responsibility activity, Nippon Paint involved employees and residents of Dusun Butuh to paint for 336 hours. To support cleanliness, they used paint cans as trash cans. These trash cans are placed at several points in the tourist area. The fame of Nepal van Java finally made a positive change to the people's economy. Around 1,000 residents now have new business fields such as food stalls, coffee shops, parking lots, and motorcycle taxi drivers. Corporate social responsibility is carried out by Nippon Paint because of the great potential of Dusun Butuh. It becomes a favorite tourist destination. In addition, it can lift the economy of the Dusun Butuh community (Achmad & Yulianah, 2022;

Antara News, 2021; Tribunnews.com, 2021b).

Travel Products

The tourism product that is featured in the Nepal Van Java tourist area is its natural beauty. Dusun Butuh is the location of the highest village in Magelang Regency with a natural layout or housing position. It is arranged in terraces and neatly lined up, showing the stunning natural scenery of Mount Sumbing and unique residential views of terraces such as stairs. With the attraction of natural beauty, the management provides many unique and interesting photo spots with multi-story and colorful houses.



Figure 3. Panorama of Nepal Van Java

In addition to its natural potential, from a cultural point of view, Dusun Butuh has art groups such as Kuda Lumpung, Jathilan, Ireng Mask, and Dayakan. The art will be displayed to visitors to attract more tourists to come to Nepal Van Java after the government revoked the regulation on closing tourist areas in Magelang Regency during the Enforcement of Restrictions on Community Activities policy period. Tourism products that already exist in the Nepal Van Java area continue to be developed by tourism management. It is by adding various tourism support facilities, such as homestays, which so far have 10 houses. Meanwhile, access to transportation is still in the planning stage with the village, sub-district, and district governments. With the existing

developments, it is considered quite effective, given the increasing number of visitors who come to the Nepal Van Java tourist area.

Human Resources

The development of tourist areas will not run optimally without the support of human resources. In terms of education, there are still many people in Dusun Butuh who only graduated from elementary school and junior high school. Tourism management personnel are selected from people who have graduated from high school. It considers the thinking skills and basic management that high school graduates have. The business actors in the Nepal Van Java tourist area are the natives of Dusun Butuh. Until now, there have been approximately 200 independent entrepreneurs in the form of homestay businesses, food stalls, motorcycle taxis, and photo spots. Together with all elements of the community, the Head of Dusun Butuh is keen to see, explore, and lift up the potential of Dusun Butuh. It becomes an important asset as capital for realizing the welfare of the entire community. In addition, a more structured management system was also built with the help of the youth to be able to maximize and manage their existing potential. The youths also listened to various suggestions from the community and visitors and planned to present tour packages. The youth developed Nepal Van Java destination by using social media as a means of promotion. Until now, the presence of the Nepal Van Java Tourism Village not only gives happiness to tourists but also has an impact on local residents and business people. They change the economy's condition and improve people's welfare (Tribunnews.com, 2021a).

Tourism Awareness National Campaign

Sapta Pesona is a tourism-conscious concept with the support of community participation as the host of the destination. An effort to create a conducive environment and atmosphere that is able to encourage the growth and development of the tourism industry through seven elements, namely Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories (Nasution et al., 2020). The application of the concept of tourism awareness and Sapta Pesona in Dusun Butuh as a tourism village becomes an important thing in its development base. It encourages people's awareness. In addition to that, the implementation of Sapta Pesona Pesonage 2017 will also attract tourists to visit an area, increasing the community's position as a great beneficiary (Rahmawati et al., 2017). Nepal Van Java tourism management always tries to take care of what has been used as a tourist center. To maintain the security and order of visitors and the convenience of traveling, local residents are always encouraged to maintain the cleanliness, comfort, and security of the village. The local community is very supportive of the development of tourist villages. The evidence is that the whole management of Nepal Van Java tourism is carried out by the local community.

The successful management of Nepal Van Java tourism in attracting visitors has caused problems on the other side. In the environmental aspect, garbage has been an endless problem since Nepal Van Java opened. The garbage in Dusun Butuh has increased, and it is still a big problem. Nowadays, the waste is collected in one location and then burned. In the gardening process, the local community felt hampered because there were too many visitors to close the road access. Therefore, the Nepal Van Java management

rented a place for parking and opened a business area (shops, photo spots, homestays) for residents who felt affected by the gardening process. The income they received would not decrease because the road access was crowded with visitors.

Conclusion

The strategy for developing the Nepal Van Java tourism village during the COVID-19 pandemic started with analyzing the internal environment, namely promotion, accessibility, development of tourist areas, tourism products, human resources, and a national campaign for tourism awareness. The main strategy carried out in the development of regional tourism in Nepal Van Java is to choose managers who have high-secondary education. It is hoped that managers understand the basics of management. Then, the strategy carried out by the manager is promotion. Promotions are still being carried out during the COVID-19 pandemic through Instagram. The promotions are also carried out in collaboration with media partners, namely, Traveling Journalists and the Indonesian Journalists Association (PWI). In addition, the manager also continues to develop facilities and attractions in Nepal Van Java.

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