



# **Implementation of Sustainable Tourism in the Development of Bakas Tourism Village in Klungkung Regency**

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## **ABSTRACT :**

*This research aims to describe the management of Bakas Tourism Village in supporting sustainable tourism development and to analyze the implementation of its principles through environmental, socio-cultural, and economic dimensions. Bakas Tourism Village is one of 18 tourism villages designated by the Klungkung Regency Government, Bali, as part of a community-based and environmentally oriented tourism strategy.*

*A descriptive qualitative method was applied, utilizing data collection techniques such as observation, in-depth interviews with key stakeholders (village tourism managers, Pokdarwis leaders, and local residents), and documentation. Data were analyzed using the Miles and Huberman interactive model, consisting of data reduction, data display, and conclusion drawing.*

*The findings show that the management of the village adopts the POAC (Planning, Organizing, Actuating, Controlling) approach. Environmentally, the village maintains ecological sustainability through responsible resource use. Socio-culturally, local traditions are preserved with active community involvement. Economically, tourism has contributed positively to the income and welfare of local residents.*

*In conclusion, sustainable tourism practices in Bakas Tourism Village have been implemented effectively, though improvements are still needed in supervision, promotion, and human resource development.*

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**Keywords:** Tourism Development, Sustainable Tourism, Tourism Village, POAC Management, Tourism Product Components

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## **1. Introduction**

The global tourism industry's development significantly impacts various nations. Tourism is increasingly recognized as a key sector capable of boosting national economies. Activities within the tourism sector have ripple effects on other sectors, including agriculture and the broader economy. Tourism is a crucial economic pillar for Indonesia, evidenced by its contributions to foreign exchange earnings, increased regional income, regional development, and nationwide labor absorption. Consequently, countries that rely on tourism actively pursue measures to support their tourism sectors, often manifested through the construction and development of areas specifically designed to bolster regional tourism.

Development within the tourism sector is an integral part of national development, aiming for regional growth. The abundance of tourism potential ensures that the development of this sector contributes to the economic enhancement of Indonesia. This aligns with the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 Year 2015 concerning the Strategic Plan of the Ministry of Tourism 2015-2019, which states that the tourism sector's contribution places it in a strategic position within various development policies for Indonesia, given its potential tourism assets that can be strengthened and empowered as a pillar of the national economy. It can be argued that tourism sector development has a strong influence on regional growth around tourist objects, enabling it to become a leading sector capable of boosting the regional economy.

In recent years, sustainable tourism has emerged as a major focus and a significant aspiration for most tourism stakeholders worldwide. Sustainable tourism has even been adopted as an integral component in planning the development of tourist destinations and attractions (Tanguay, Rajaonson & Therrien 2012; Saarinen 2006). For instance, tourism and the environment share a strong interdependence (Connell, Page and Bentley, 2009), with tourism leveraging the environment as its primary asset. Conversely, a well-preserved and protected environment (environmental conservation) also benefits from tourism activities. Tourism and society (humans) are similarly intertwined. Humans view tourism activities as a necessity, and conversely, tourism cannot function without human involvement in tourism activities at a destination (e.g., undertaking travel).

The proliferation of mass tourism activities has led to the emergence of alternative tourism as a solution to mitigate the negative impacts of large-scale tourism. This alternative tourism arises from the application of sustainable tourism concepts. Alternative tourism offers positive impacts on the

environment, socio-culture, and the local economy, thereby minimizing the negative consequences of tourism activities. This is because the concept of sustainable tourism fundamentally emphasizes the importance of striving for positive impacts from tourism activities. Despite its positive contributions, tourism has undeniably presented challenges related to the environment and the socio-cultural fabric of destination communities. In other words, the negative impacts of tourism should be avoided, while actively promoting the positive benefits of tourism activities.

Bali, as an island with extremely high tourism activity, is expected to minimize the occurrence of mass tourism. While this is not an easy task, given that tourism in Bali is arguably the most significant economic driver for its local community, it presents a paradox. Tourism in Bali aims to attract a continuous increase in visitor numbers, which can ironically become a "boomerang" for Bali's tourism itself. The potential negative impact of mass tourism is environmental degradation. Therefore, the concept of sustainable tourism is hoped to be effectively implemented in all tourism activities, especially on Bali, where both the community and the government heavily rely on tourism.

One notable sustainable tourism program is the development of 100 Tourism Villages across Bali. The objectives of this program include expanding tourism destinations, promoting equitable regional development, and boosting village-level economies throughout Bali. This program can be considered an application of sustainable tourism because it empowers local communities. However, further attention is needed regarding the proper implementation of the Tourism Village concept. It is crucial not only to maximize economic benefits but also to carefully consider the environmental and socio-cultural conditions of the villages designated as Tourism Villages. There is a risk that the pursuit of economic output might erode the environmental and socio-cultural integrity of these villages, thus distorting the true essence of the Tourism Village concept.

Klungkung Regency, one of Bali's districts, officially designated 18 villages as Tourism Villages through Klungkung Regent Regulation No. 2 Year 2017 concerning the Designation of Tourism Villages in Klungkung Regency. One such designated village is Bakas Village. Bakas Tourism Village possesses significant potential that can be developed into a sustainable tourism village, provided the principles of sustainable tourism are effectively applied. Although Bakas Tourism Village was designated in 2017, its development activities only commenced on June 1, 2018, meaning its development has been underway for approximately three years. It is imperative that the management and development of Bakas Tourism Village adhere strictly to the concept of sustainable tourism.

Therefore, building upon the aforementioned background, this research aims to investigate the existing management practices within Bakas Tourism Village concerning sustainable tourism development. It also seeks to assess the current conditions of Bakas Tourism Village in implementing sustainable tourism, specifically examining its environmental, socio-cultural, and economic dimensions within the context of its tourism village development.

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## 2. Methodology

Data analysis is a systematic process of searching and arranging data obtained from interviews, observations, and documentation. It involves organizing the data, selecting what is essential, identifying themes and patterns, and drawing easily understandable conclusions (Sugiyono, 2007). In this research, qualitative data analysis techniques were employed, following the interactive model proposed by Miles and Huberman (1992), which consists of several stages.

The first stage is Data Collection, where initial and general research information is gathered through literature reviews, field observations, interviews, and documentation, according to specific data needs. Once the data is collected, the next stage is Data Reduction. In this phase, the researcher selects key points, focuses on important information, and identifies themes and patterns emerging from the data. The data, initially obtained in the field as detailed descriptions or reports, is then simplified and condensed. The third stage is Data Presentation, where the reduced data is presented in a descriptive format, such as detailed accounts of interview and observation findings. This presentation is further enhanced by the inclusion of photographs documented during the research period. Finally, the Conclusion Drawing/Verification stage is carried out. In this stage, the presented data is categorized to derive key points relevant to each scope of the research. The conclusions drawn are then verified based on the research topic to ensure their credibility and accuracy.

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## 3. Results

### Overview of Bakas Tourism Village

Klungkung Regency, one of Bali's four smallest regencies, encompasses a total area that makes it the smallest on the island. The regency comprises Klungkung District (2,095 Ha), Dawan District (37.38 Km<sup>2</sup>), Nusa Penida District (consisting of Nusa Penida, Lembongan, and Ceningan islands), and Banjarangkan District (45.73 km<sup>2</sup>). Bakas Village has been designated as one of 18 Tourism Villages within Klungkung Regency. It is approximately 3 km from Klungkung district center, bordered by Nyalian Village to the North, Getakan Village to the East, Tusan Village to the South, and Guliang Village to the West. The journey from Ngurah Rai Airport to Bakas Tourism Village takes roughly 1 hour and 6 minutes, covering a distance of 45 km, assuming non-congested traffic conditions.

Bakas Tourism Village, located in Banjarangkan District, Klungkung Regency, is one of 11 villages designated as Tourism Villages in Klungkung. It boasts significant tourism potential, notably its beautiful and pristine natural panorama. This potential has spurred local communities to initiate nature-

based tourism activities for visitors. The local community, along with the Traditional Village (Desa Adat) and relevant Government Agencies, supported by the Klungkung Regency Government, collaborated to develop Bakas into a tourism village attractive to visitors. A key motivation for the local community was to create employment opportunities within the tourism sector to boost the local economy. The majority of Bakas Village residents are engaged in agriculture, plantations, or government work, leading to the well-preserved state of the village's agricultural and plantation areas. Recognizing tourism's potential, some local residents began discussions to transform certain rice fields and plantation areas into natural tourist attractions. A leading attraction in Bakas Tourism Village is the trekking activity along a dedicated path, often referred to as a jogging track. This trekking experience is a flagship attraction because it offers visitors stunning natural scenery and glimpses into the daily lives of the local community.

1. Attractions: Bakas Tourism Village offers diverse tourist attractions. Cultural tourism is prominent, allowing visitors to directly participate in traditional cultural activities of the local community, including their way of life, farming practices, and social customs specific to Bali and Bakas Village. Other cultural activities include learning traditional arts and 'tabuh' (gamelan music) directly from local artists. Tourists can also engage in Balinese cooking classes, where they learn about traditional cooking methods and taste local dishes. Furthermore, visitors are encouraged to participate in local socio-cultural activities, such as learning traditional dance and music ('tabuh') and preparing 'upakara' (offerings) essential for local religious ceremonies. Visitors can also experience traditional farming and cultivation practices firsthand. Besides cultural offerings, Bakas Tourism Village boasts natural attractions as its primary draw. Trekking is a key activity, offering views of the village's pristine rice fields and plantations, managed directly by the local community. The untouched rural atmosphere and daily activities of the local community are major appeals, especially for urban visitors. The village's diverse attractions, if well-managed, could become a highly competitive destination. Currently, the trekking along designated paths allows tourists to enjoy beautiful rice fields, diverse plantations, and various free-living birds.

Bakas Tourism Village also provides man-made attractions. The Bakas Swing, a prominent feature along the trekking path, was collaboratively built by the local community to enhance visitor activities, serving as both a recreational swing and a photo opportunity. Another unique activity is Mepantigan, where visitors join local youth in traditional mud-playing in rice paddies, offering a novel experience for urban dwellers. Additionally, Bakas Camping provides a deeper immersion into nature for tourists, ideal during clear weather.

2. Facilities: To meet the standards of a tourism village, Bakas Tourism Village has developed several supporting facilities to cater to tourist needs. Currently available facilities include guest houses, offering accommodation for visitors who wish to extend their stay, and restaurants serving Balinese and Indonesian cuisine. Adequate parking facilities are also provided for tourists. However, a crucial missing element is a proper ticket booth for the trekking path, leading to incomplete visitor data collection. (Refer to Table 4.1 for a summary of facilities).

3. Accessibility: Access to Bakas Tourism Village is generally good, with well-paved roads suitable for both two-wheeled and four-wheeled vehicles. However, the available parking space is limited, making it less suitable for large buses; medium-sized buses are recommended. Locating Bakas Tourism Village is straightforward, as it is easily discoverable via navigation apps like Google Maps. Clear road signs leading to the village are also present, and visitors can readily ask local residents for directions.

4. Ancillary: Bakas Tourism Village is managed by the Tourism Awareness Group (Pokdarwis Desa Bakas), whose members are drawn from the local community. This Pokdarwis was officially established in 2018 through the Klungkung Regency Tourism Office Decree No. 82 Year 2018, approximately one year after Bakas Village was designated as a Tourism Village by the Klungkung Regent under Klungkung Regent Regulation No. 2 Year 2017. Even before its official establishment in 2018, this Tourism Awareness Group had already been active and played a vital role in Bakas Village's designation as a Tourism Village. Pokdarwis Desa Bakas currently comprises 21 members and is chaired by Mr. I Ketut Widiasta.

### **Management of Bakas Tourism Village Related to Sustainable Tourism Development**

The sustainable development of tourism in Bakas Tourism Village naturally involves management conducted by organizations and local community participation. This section will detail the management of Bakas Tourism Village through planning related to sustainable tourism development, existing organization, organizational mobilization, and oversight in Bakas Tourism Village's sustainable tourism development.

In the management of Bakas Tourism Village, the planning of tourism development has been progressing well. The primary party responsible for planning the development of Bakas Tourism Village is the Pokdarwis (Tourism Awareness Group) of Bakas Village. This is evidenced by the creation of a "Master Plan for Bakas Tourism Village" compiled by the Bakas Village Pokdarwis in 2020. This Master Plan outlines the development vision for Bakas Tourism Village, themed as an "agriculture tourism village." The purpose of this Master Plan is to serve as a guide for building a better Bakas Tourism Village in the future. The planning outlined in this Master Plan includes a map of Bakas Tourism Village, providing precise information on its area and boundaries. It also details the existing conditions of Bakas Tourism Village and includes design layouts for facilities and attractions to be developed. Revitalization projects, such as the renovation of village boundaries, the village gate, the community health center (puskesmas), waste management systems, and the village's central crossroads (catus pata), are also planned within this Master Plan.

The organizational structure in Bakas Tourism Village is well-defined. The presence of the Tourism Awareness Group, or Pokdarwis Desa Bakas, enables the effective management of tourism activities. Pokdarwis Desa Bakas also collaborates with the local community as service providers, the village government (both customary and official), and other relevant organizations. The key responsibilities of Pokdarwis Desa Bakas include: implementing activities related to Sapta Pesona (the seven charms of Indonesian tourism), exploring the village's tourism potential, participating in Tourism Awareness Development Workshops, engaging in the Nusantara Tourism Village Festival, attending Focus Group Discussions (FGDs),

submitting proposals for the "Cost Budget Plan for Bakas Trekking Infrastructure and Facilities Bakas Ecotourism Village," and participating in joint/follow-up FGDs to analyze the ecotourism market, propose budget plans, and suggest ecotourism packages.

The operation of tourism activities in Bakas Tourism Village is undeniably driven by its organizational structure. The organizations within Bakas Tourism Village are mobilized by both the customary village (Desa Adat) and official village (Desa Dinas) administrations. These two village entities collaborate to form an organization specifically dedicated to managing tourism activities in Bakas Tourism Village: the Pokdarwis Desa Wisata Bakas. The Pokdarwis Desa Wisata Bakas is actively involved in overseeing all tourism-related operations within the village. In its management efforts, the Pokdarwis receives support from the local community, working together to implement various programs aimed at advancing tourism in Bakas Tourism Village.

In terms of controlling and overseeing tourism development activities in Bakas Tourism Village, with a focus on sustainable tourism, all initiatives fall under the oversight and supervision of the Pokdarwis Desa Wisata Bakas. Activities, both already undertaken and planned for the future development of tourism, are regularly evaluated through meetings conducted by the Pokdarwis Desa Wisata Bakas. These meetings include representatives from the local community who contribute to providing facilities and tourism activities, as well as representatives from both the customary village (Desa Adat) and official village (Desa Dinas) administrations.

#### **Implementation of Sustainable Tourism Principles in the Development of Bakas Tourism Village in Klungkung Regency**

In developing its environment on the basis of sustainable tourism, Bakas Tourism Village extensively utilizes the surrounding natural environment as a primary tourist attraction. This primarily involves agricultural areas equipped with infrastructure that supports tourism activities in the village. Observations on the ground indicate that with the advent of tourism activities, certain rice fields and plantations, which serve as trekking paths for tourists, have seen development aimed at enhancing the tourist experience. Examples include constructed trekking paths through rice paddies and plantations, and the "Bakas Swing" which was built for tourists to capture characteristic photos of Bakas Tourism Village.

One of the unique tourism activities offered by Bakas Tourism Village is participation in the authentic social and cultural activities of the local community. The daily lives of Bakas Village residents, primarily focused on farming and cultivation, serve as a major attraction for tourists. This engagement with tourism has led to increased awareness among the community regarding their indigenous culture. Additionally, Bakas Tourism Village offers other activities that aim to preserve its existing culture, such as participating in traditional cultural practices like Balinese Cooking Class. Furthermore, the community is encouraged to pay more attention to traditional arts, particularly Balinese dance and 'tabuh' (gamelan music). Through these tourism activities, Pokdarwis Desa Wisata Bakas regularly organizes dance and 'tabuh' practice sessions for its residents, ensuring that when tourists visit in the future, they can experience new and authentic cultural interactions.

Local community members are highly involved in the tourism development of Bakas Tourism Village, with many becoming members of the Pokdarwis. This deep involvement ensures that local residents play a significant role in advancing tourism initiatives. Community participation extends to providing facilities that support tourism activities in Bakas Tourism Village. For instance, guest houses, like the Arsa Wayan Guest House owned by Mr. Wayan Arsana, a long-time local resident involved since the village's inception as a tourism destination, offer accommodation for tourists. The presence of these tourist attractions in Bakas Tourism Village also attracts visitors to local food businesses. One particularly popular local culinary entrepreneur is Mr. Malendra, who runs "Laklak Pengangon." This culinary business is so renowned that it draws visitors from various areas outside the local community. The popularity of Laklak Pengangon even led to the establishment of a branch within the trekking path, near its entrance, allowing tourists to enjoy this traditional Balinese food while taking in the surrounding natural scenery. Based on the ongoing tourism development activities, it is evident that the principle of sustainable tourism in the dimension of economic improvement has been implemented. The inclusion of local community members means they can directly benefit from the tourism activities in Bakas Tourism Village. Residents who provide supporting tourism facilities gain profits from offering services or goods to tourists. Moreover, these tourism activities have created numerous job opportunities for local communities. Therefore, the implementation of sustainable tourism development principles in Bakas Tourism Village can be considered consistent with the principles of sustainable tourism.

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#### **4. Conclusion**

Based on the research findings and discussion concerning the management of Bakas Tourism Village related to sustainable tourism development, it can be concluded that planning, organizing, mobilizing, and overseeing activities are already in place. In terms of planning, a Master Plan was developed in 2020. For organizing, an organization managing tourism activities in Bakas Tourism Village, namely Pokdarwis Desa Bakas, has been established. Pokdarwis Desa Bakas also collaborates with both the customary and official village governments in carrying out tourism-related activities within Bakas Tourism Village. Organizational mobilization in Bakas Tourism Village is carried out by the local community. Oversight of sustainable tourism development in Bakas Tourism Village is conducted periodically through meetings held by Pokdarwis Desa Bakas, local community representatives, and both customary and official village administrations.

Bakas Tourism Village leverages its surrounding environment as a highlighted tourist attraction. In this context, the surrounding environment primarily refers to the agricultural areas, which have been enhanced with infrastructure supporting tourism activities. Field observations reveal that tourism activities in Bakas Tourism Village encompass the authentic social and cultural practices of the local community. Bakas Tourism Village also offers

other tourism activities that preserve its traditional culture. In the dimension of economic improvement through sustainable tourism development, local community involvement in tourism development initiatives within Bakas Tourism Village is supported by facilities that enhance tourism activities.

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