

Sustainable Tourism Master Study Program

No : 01
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Student Number : 250720190007
Study Program : Sustainable Tourism Master Study Program
Graduation Year : 07-02-2022
Thesis Title : BRANDING PARIWISATA HALAL KOTA BANDUNG
Thesis Title (English) : BANDUNG CITY HALAL TOURISM BRANDING
Thesis Abstract (English) :

Branding of tourism places, both nation branding, city branding, and tourism destination branding is something that is commonly applied in the world of tourism as part of its marketing program. However, for the branding of halal tourism destinations, only certain countries, provinces, or cities have implemented it. The city of Bandung as a leading tourism city in Indonesia has established the Muslim tourist segment as part of its marketing activity targets. This research was conducted in Bandung City, West Java Province. This study aims to determine how the application of halal tourism branding in the city of Bandung, both the facts, the urgency, and the ideal concept. The method used in this research is a qualitative method with a case study approach. The data were obtained from in-depth interviews with the Head of the Bandung City Culture and Tourism Office, the Head of the Bandung City Tourism Division, tourism destination marketing experts/consultants, and halal tourism industry players. Data collection was also carried out using field observation techniques, literature studies, documentation and filling out questionnaires. The data obtained were then analyzed using interactive data analysis consisting of data condensation, data display, and drawing conclusions. The results showed that the Bandung City halal tourism branding had not been implemented ideally. Although the Bandung City halal tourism marketing program has been defined in the marketing jargon of Bandung Traveller Friendly City, most Muslim tourists still need halal tourism branding as a decision-making factor to visit. The study also produced several suggestions regarding the ideal branding of halal tourism in Bandung.

No : 02
Full name : Novianti Siswandini
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Study Program : Sustainable Tourism Master Study Program
Graduation Year : 13-07-2018
Thesis Title : MODEL PENGEMBANGAN HOTEL SYARIAH BERBASIS PARIWISATA BERKELANJUTAN DI KOTA BANDUNG
Thesis Title (English) : SHARIA HOTEL DEVELOPMENT MODEL BASED ON SUSTAINABLE TOURISM IN BANDUNG CITY
Thesis Abstract (English) :

Sharia hotel is a development of a thematic hotel. Thematic hotel has different concepts for its target market. This also applies for sharia hotel as it becomes a sought-

after attraction for tourists, especially Muslim tourists. Not only limited to Muslim tourists, non-Muslim tourists can also stay at sharia hotels with certain terms and regulations that they have to follow. The aim of this research is to study sharia hotel in Bandung in reference to the sustainable tourism concept (economic, social and environmental perspective) as well as the Republic of Indonesia Minister of Tourism and Creative Economy Regulation No. 2 of 2014 concerning Guidelines for Sharia Hotel Business Administration. This research was conducted at three sharia hotels in Bandung: Narapati Indah Syariah Hotel & Convention, Hotel Rumah Tawa dan Daarul Jannah Cottage. This research used a qualitative method and the results showed that the development model of sharia hotel that can be developed in Bandung is sharia hotel that follows the hilal 2 criteria which is based on sustainable tourism.

No : 03
Full name : Rifqi Asyari
Student Number : 250120187001
Study Program : Sustainable Tourism Master Study Program
Graduation Year : 02-08-2021
Thesis Title : PERAN PEMANGKU KEPENTINGAN DAN PEMBERDAYAAN MASYARAKAT DALAM PENGEMBANGAN PARIWISATA BERKELANJUTAN DI KABUPATEN PEMALANG, JAWA TENGAH
Thesis Title (English) : ROLE OF STAKEHOLDERS AND COMMUNITY EMPOWERMENT IN SUSTAINABLE TOURISM DEVELOPMENT IN PEMALANG REGENCY, CENTRAL JAVA
Thesis Abstract (English) :

Empowerment studies in the tourism sector are mostly dominated to analyze the role of community participation qualitatively, even though the role of stakeholders who carry out empowerment is no less important to study. Indeed, the implementation of sustainable tourism is realized when the integration between the roles of stakeholders and community empowerment is realized. Tourism Village is not only a program but also a place for the realization of multi-sectoral integration. This research was made by examining the model of the three existing variables, namely the role of stakeholders, community empowerment and sustainable tourism. The method used is an explanatory survey (Explanatory Survey Method) with inferential hypothesis testing/verification with Structural Equation Modeling (SEM). The subjects of this research are representatives of stakeholders spread over 27 tourist villages in Pemalang Regency. The object of this research is sustainable tourism in environmental, social and economic aspects. The role of stakeholders is one of the objects of research in this case the relationship between the government, the private sector and the community. Community empowerment in this case is one of the objects of research in the aspect of the empowerment function or tourism assistance. The results of the study stated that essentially the three variables; the role of stakeholders, community empowerment, and sustainable tourism are positively related to form an effective cycle that can be carried out in the development of sustainable tourism.

No : 04
Full name : Rifki Rahmanda Putra
Student Number : 250720180504
Study Program : Sustainable Tourism Master Study Program
Graduation Year : 13-08-2020
Thesis Title : MODEL PENGEMBANGAN DESA WISATA BERBASIS MASYARAKAT DI DESA KERTAYASA KECAMATAN CIJULANG KABUPATEN PANGANDARAN
Thesis Title (English) : COMMUNITY-BASED TOURISM VILLAGE DEVELOPMENT MODEL IN KERTAYASA VILLAGE, CIJULANG DISTRICT, PANGANDARAN REGENCY
Thesis Abstract (English) :

The development of community-based tourism villages is an important asset in sustainable development. The main purpose of this research is to analyze the community-based tourism village development model in Kertayasa Tourism Village, which is assumed to be a pilot village for the participation of the community who has succeeded in making the village as the best tourism village at the national level. This study used a mixed-method approach with a concurrent triangulation design. Data collection through interviews was conducted with informants who were selected purposively, namely elements of the Kertayasa Village Government, BUMDes Guha Bau, and the Pangandaran Culture Tourism Office to seek information related to the general description of community-based tourism village development in Kertayasa Village. Expert interviews from practitioners, academics, and the tourism community were also conducted to triangulate data. Meanwhile, the questionnaire and interview data were collected in parallel with 98 samples of respondents who were local people to analyze their perceptions of community empowerment. The qualitative data in this study were analyzed using an interactive model and the quantitative data were analyzed using a frequency distribution. The results showed that the community-based tourism village development model was divided into four components, namely 1) Policy for planning and developing tourism villages, 2) Core resources and tourism village attractors, 3) Tourism village management, and 4) Supporting factors that were integrated with the function of the community empowerment process. Refocusing on community empowerment programs at an individual level needs to be done for the equitable development of tourism villages. With the arrangement of this model, it is hoped that it can become a guideline for other potential tourism villages in pioneering the development of sustainable tourism through community empowerment.

No : 05
Full name : Gheya Madinatu Sjaida
Student Number : 250720180508
Study Program : Sustainable Tourism Master Study Program
Graduation Year : 10-08-2020
Thesis Title : STRATEGI PROMOSI PARIWISATA KABUPATEN PURWAKARTA MELALUI MEDIA SOSIAL INSTAGRAM DENGAN STUDI KASUS PROMOSI DESTINASI WISATA

KABUPATEN PURWAKARTA OLEH AKUN INSTAGRAM
@URANGPURWAKARTA

Thesis Title (English) : PURWAKARTA REGENCY TOURISM PROMOTION
STRATEGY THROUGH INSTAGRAM SOCIAL MEDIA WITH A
CASE STUDY OF PROMOTION OF TOURISM DESTINATIONS
IN PURWAKARTA REGENCY BY INSTAGRAM ACCOUNT
@URANGPURWAKARTA

Thesis Abstract (English) :

The purpose of this research is to see how the tourism promotion strategy carried out by Disporaparbud in promoting tourism in Purwakarta Regency through social media, in the implementation of promotion through social media is carried out by cooperating with an Instagram account outside the official government account. This is done as a way to spread information about tourism promotion more thoroughly by utilizing accounts with high follower engagement. The result of this study is the collaboration carried out with the @urangpurwakarta account as a promotional medium, @urangpurwakarta has a very young, energetic appearance, and the results of some of the information can be seen from the high number of engagements generated from each post of the account.