Bubungan Tinggi: Jurnal Pengabdian Masyarakat
http://ppjp.ulm.ac.id/journals/index.php/btj/index
e-ISSN: 2722-3043 p-ISSN: 2722-2934
Vol 7 No 4 2025
DOI: https://doi.org/10.20527/btjpm.v7i4.14899

Digitalization of Cultural Villages: Assistance in Optimizing *Branding* of Wirokerten Village in Realizing a Culturally Independent Village

Anwar Kholid*, Sakir, Ulung Pribadi, Rosyid Annafi, and Rivaldi Alan Saputra
Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia
*anwar.kholid@fisipol.umy.ac.id

Article Info

Article history:
Received: March 11, 2025
Accepted: July 25, 2025
Published: December 20, 2025

Keywords:
Branding
Cultural
Digitalization
Village

This article is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

© 2025 Bubungan Tinggi: Jurnal Pengabdian Masyarakat

Abstract

The partners of this community empowerment program are the Cultural Village Pioneer institution located in Wirokerten Village, Banguntapan District, Bantul Regency, Yogyakarta Special Region Province. Based on the Focus Group Discussion (FGD), two main problems of the Cultural Village Pioneer were found, namely 1) the lack of branding identity of Wirokeren Cultural Village, and 2) the digitalization management of the Wirokerten Cultural Village Pioneer is not yet optimal. This service uses the Asset-Based Community Development (ABCD) method, which consists of problem identification, program conceptualization, program implementation, monitoring & evaluation, and follow-up plans. In solving the problem, this stage has carried out two activities as follows: 1) Creation of a mascot as a village identity; and 2) Development of social media, particularly Instagram and Website, to optimize digital branding. The mascot designed is a representation of Tumenggung Wirokerti, a respected historical figure in the village, used as a symbol of courage and devotion. In addition, the digitization of Wirokerten Cultural Village was carried out by creating an Instagram account and website that showcase the village's cultural potential. The follow-up to this service program involves strengthening the identity of Wirokerten Cultural Village and increasing brand awareness through collaboration with local or national influencers.

To cite this article: Kholid, A., Sakir, S., Pribadi, U., Annafi, R., & Saputra, R. A. (2025). Digitalization of cultural villages: assistance in optimizing branding of wirokerten village in realizing a culturally independent village. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, 7(4), 850-860.

INTRODUCTION

The Governor of Yogyakarta Special Region Regulation Number 93 of 2020 concerning Culturally Independent Villages (DMB) states that every village/villages that wants to achieve the status of Culturally Independent Villages must fulfill four elements that synergize harmoniously (Kholid et al., 2024; Peraturan Gubernur DIY Nomor 93 Tahun 2020 Tentang Desa/Kalurahan Mandiri Budaya, 2020). The four elements are cultural potential development, tourism development, small and medium enterprise empowerment, and women's empowerment. In its implementation, these four elements are poured into the four pillars of the village program, namely the Cultural Village program, tourism village, prime village, and entrepreneur village. The DMB and the four pillars can be depicted in Figure 1.

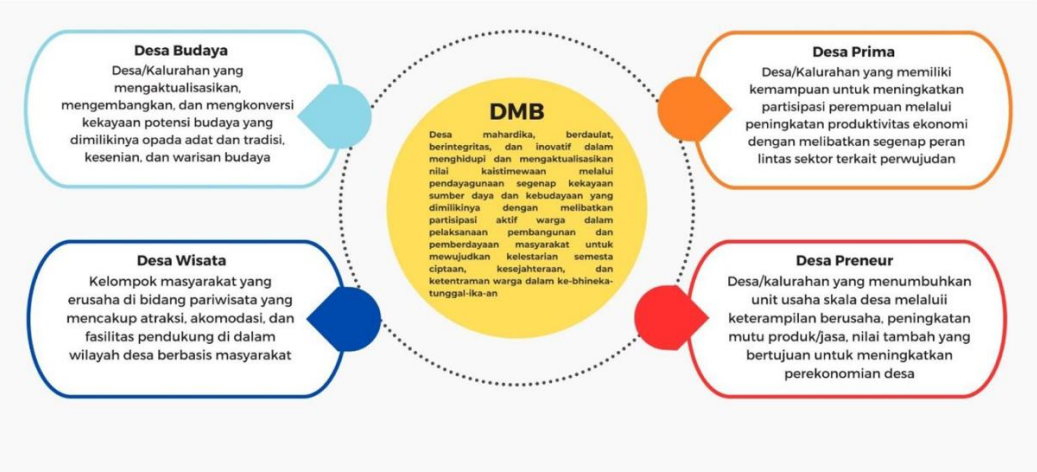

Figure 1 Concept of village independent culture (DMB)

In Bantul Regency, the DMB Program is emphasized through the regency's development vision and mission for 2021-2026. The vision reads, "The realization of a harmonious, prosperous, and equitable community in Bantul Regency based on Pancasila and the 1945 Constitution within the framework of the Unitary Republic of Indonesia" (RPJMD, 2021). This vision is then translated into five missions, namely: 1) Strengthening bureaucratic reform towards accountable, high-performing, effective, and efficient government and providing excellent public services; 2) Development of superior human resources, special character, and culture; 3) Utilization of local potential with the application of technology and absorption of investment oriented towards inclusive economic growth; 4) Improving the quality of the environment, infrastructure, and disaster risk management; and 5) Integrated management of social welfare problems and the achievement of Bantul as a child-friendly, women-friendly, elderly- and disabled-friendly district. Of the five missions, the DMB program can be linked to mission numbers two, three, four, and five. In general, villages in Bantul have great potential for culture, tourism, and Micro, Small, and Medium Enterprises (MSMEs). However, many villages in Bantul Regency have not been able to optimally utilize their local potential, resulting in village development governance still facing significant challenges to achieve effective and sustainable outcomes (Irwan et al., 2021; Sari & Dewi, 2023). This also occurs in Bantul Regency, which consists of 75 villages, but only seven villages have succeeded in achieving the status of Independent Cultural Villages (bantulkab.go.id, 2024).

Wirokerten is one of eight villages in Kapanewon Banguntapan, Bantul Regency, currently working to achieve the title of DMB. The village has an area of 367.17 hectares and a population of ±13,750 people. According to RPJMKal (2019), Wirokerten Village has significant cultural potential. In addition to various art groups such as jatilan art, gamelan, hadroh art, karawitan, and angklung, the village also has historical buildings and folklore. In terms of MSME potential, Wirokerten Village is the center of the emping melinjo industry, a grape nursery village, a telang flower cultivation village, and an old-school cooking village.

Although Wirokerten has a lot of cultural potential, it faces many challenges in its efforts to achieve the DMB title. One of the major challenges is the sustainability of the Cultural Village as a pillar of DMB. Based on the initial assessment, there are two main problems facing Wirokerten Cultural Village. The first is the Cultural Village institution, which has not been able to operate optimally. This first problem became the focus of our

previous service. The second problem, the main focus of this service, is the branding of Wirokerten Cultural Village, which has not been operating optimally. Wirokerten does not yet have a mascot for the Cultural Village, and the Cultural Village's digitization has not been well managed. The main issues to be addressed in this program are the lack of branding and the suboptimal digitalization of Wirokerten Cultural Village. These two issues pose significant barriers to promoting and maintaining the existence of Wirokerten Cultural Village and therefore need to be urgently addressed by creating a mascot to strengthen cultural identity and improving the management of digitalization. Thus, this service aims to support the Wirokerten Village Government in strengthening its existence and sustainability through creating a mascot as a branding effort and optimizing the digitization of Wirokerten Cultural Village.

METHODS

The implementation of this service uses the Asset Based Community Development (ABCD) method. The ABCD method is an empowerment method that aims at community development by emphasizing the potential or assets in a group or región (Kusi et al., 2022; Wildana et al., 2020). According to Al-Kautsari (2019), the essence of ABCD is the concept of local empowerment through the utilization of the community's potential to realize welfare. These local assets can be utilized to solve problems experienced by a community in the region (Anwar & Mufid, 2020). Empowerment with the ABCD method is used to increase community participation in solving problems related to branding and the digitization of the Wirokerten Cultural Village. This service is carried out in five stages of program implementation, namely problem identification, program conceptualization, program implementation, monitoring and evaluation, and follow-up plans (Maryani & Dedeh, 2019).

1. Problem Identification Stage
   The identification of these problems is intended to determine the main problems faced by Wirokerten Village in branding and digitalization. The results of this problem identification are the basis for developing programs that will be realized. This stage was conducted through in-depth interviews with resource persons who understand the condition of the Wirokerten Cultural Village. Based on the results of the interviews, there are two priority problems, namely, Wirokerten Cultural Village does not yet have a cultural village mascot and does not yet have a social media account.
2. Program Conceptualization Stage
   The program conceptualization stage is the stage of program preparation. Based on the identification of problems in the first stage, the conceptualization of the program is: 1) Assistance in creating a Cultural Village mascot, 2) Social media account creation and management training. This assistance is carried out using mentoring methods, both individually and through focus group discussions.
3. Program Implementation Phase
   The implementation stage is the stage of the programs that have been conceptualized. The success of the implementation of this program is measured through several achievement indicators, namely: 1) The availability of the Wirokerten Cultural Village mascot; 2) The availability of the Wirokerten Cultural Village Instagram social media account. In addition, the success of this service is also measured by three academic outcomes, namely: 1) Scientific Community Service journal articles with ISSN or proceedings with ISBN, 2) Mass media publications, and 3) Video of the community service program.
4. Monitoring dan Evaluation

Monitoring is a form of routine tracking of inputs, activities, outputs, results, and impacts of an activity/program (Mustofa, 2012). In this service, monitoring is carried out at least once every two weeks to ensure the service is implemented in accordance with the planned concept. Meanwhile, the evaluation will be conducted twice: after the implementation of assistance through FGDs and at the end of this PPDM service period.

5. Follow-up Plan

The last stage is the follow-up plan, as a stage of formulating a plan to continue the program in the coming year to maintain the sustainability of the program that has been built (Yulianto et al., 2022). This follow-up plan is to capture the wishes and needs of partners for the next service period. In the follow-up plan for this service program, Wirokerten Village serves as the subject that will continue the program to become one of the independent and sustainable cultural villages in Bantul Regency.

RESULTS AND DISCUSSION

Based on the analysis of the needs of Wirokerten Cultural Village related to branding and digitalization, two problem solutions were obtained. First, Wirokerten Cultural Village needs a mascot to represent its identity. The mascot will be a distinctive feature that distinguishes it from other cultural villages in Bantul Regency. Secondly, Wirokerten Cultural Village needs to create social media accounts, especially Instagram, to optimize its digital branding. In addition, Wirokerten Cultural Village does not yet have an archive of digital-based local cultural content, which is an obstacle to optimizing the upload of cultural content on social media.

1. Mascot design as the identity of Wirokerten Cultural Village

Sustainable Cultural Village management needs to start by designing a strong, unique brand. Branding is the creation of an identity to introduce a product, be it goods or services. Branding aims to show the distinctive identity of a region (Sakir, Walinegoro, et al., 2022). Branding is an effort to recognize products and their potential, so that good branding can be an effective tool for promoting a product to a wider market (Setiawati et al., 2019). Thus, the proper branding can become a unique characteristic and launch a marketing strategy, and is expected to reach many customers (Atmojo et al., 2023). Therefore, it is necessary to have good planning so that the branding carried out can produce communication media for selling superior products to the public (Hilman et al., 2018).

One of the important keys in branding is the existence of a mascot that can be a representation of the product to be promoted (Asaad & Rahman, 2021). Wirokerten Cultural Village, which previously did not have a mascot to promote its cultural products, with the support of this community service, has successfully designed its mascot. The design of the Wirokerten Cultural Village mascot is unique and interesting because it takes philosophical elements that characterize the village. This mascot serves as a form of visual identity that represents the history and characteristics of Wirokerten.

The animated mascot of Wirokerten Cultural Village is an interpretation of the founding figure of Wirokerten Village, Tumenggung Wirokerti. In the community's collective memory, Wirokerti is not just a name; he is a symbol of courage and selfless devotion to the glory of the Mataram Kingdom during the reign of Sultan Agung. Tumenggung Wirokerti, the commander of Sultan Agung's army, was known for his leadership and bravery. Not only was his strategy brilliant, but his bravery also inspired the soldiers. He was not only a military leader but also a hero who loved his people and fought for their welfare.

The design of the mascot, called Tumenggung Wirokerten, underwent several revisions. It began with conducting Focus Group Discussions (FGD) with the Wirokerten Village Government and the Cultural Village Pioneer manager. Some information was found about Tumenggung Wirokerti, who is said to be the founder of Wirokerten Village. From here, a prototype mascot was designed and presented to the Wirokerten Village Government and Cultural Village Manager (see Figure 2).

Figure 2 Wirokerten cultural village mascot prototype

When presented to the Wirokerten village government and cultural managers, it was found that the prototype mascot did not depict Tumenggung Wirokerti. Tumenggung Wirokerti is known to have a whole-body build, typical of a Javanese warrior. It also means that Tumenggung Wirokerten has a stern nature, but with his smile, becomes a figure who is able to provide a sense of comfort to the community. The eyes are removed to symbolize that Tumenggung Wirokerti is a mysterious figure to this day. The design of the Mataram cultural village mascot is shown in Figure 3.

Figure 3 Mataram cultural village mascot design

Stories of Tumenggung Wirokerti's bravery spread widely among the people. They remembered him as a man who was not afraid to face danger, who was always at the forefront of battle, and who instilled high morale in his troops. It was this bravery and sacrifice that made the people feel indebted to him. They wanted to remember and honor his service, so the name "Wirokerti" was immortalized as the village's name. Wirokerten is not only a name taken from the past but also a

reflection of the values held dear by the people of this village. Every corner of the village tells a story of courage and devotion passed down from generation to generation. In the center of the village is a memorial honoring Tumenggung Wirokerti. The monument symbolizes strength and determination, reminding residents of the precious heritage they must preserve and carry on.

2. Digitalization of Wirokerten Cultural Village

Digital technologies provide convenience in information management and multiple interactions that enhance ideation and sharing (Latifah et al., 2022). Digitalization is an overall contemporary transformation process in terms of communication, institutionalism, branding, marketing, finance, and sustainability. Digitization through social media is currently increasing the focus on marketing by offering increased brand value (Basith & Kurniadi, 2017). In this era of technology 4.0, digital marketing is very important, as are the advantages of technology for developing new entrepreneurial ways of thinking. However, the development of new innovations like this must maintain synergy and build a socially oriented system. (Nirmala & Paramitha, 2020).

The existence of a scheme of integrating cultural potential in the village scope is one of the things that promise (Novianti & Wulung, 2020). The community is one of the elements that plays an important role in developing an inclusive economy at the local level. In this context, Desa Budaya has great potential to improve the welfare of rural communities through an inclusive economy. Thus, the digitization of institutional management at the village level needs to involve the community as the main human resource (Fitriawan et al., 2019; Nirmala & Paramitha, 2020; Putra et al., 2020; Sakir, Setianingrum, et al., 2022). In addition, originality that highlights the potential of the village, both in natural and man-made forms, is another important factor (Yamani et al., 2019).

The digitization of Wirokerten Cultural Village is translated through Instagram and a website based on cultural tourism. The Instagram and website are managed by the Wirokerten Cultural Village Pioneer Management, especially the promotion and branding division. Both platforms are used to showcase the cultural potential of Wirokeren Village (branding). Wirokerten cultural tourism village Instagram is listed in Figure 4.

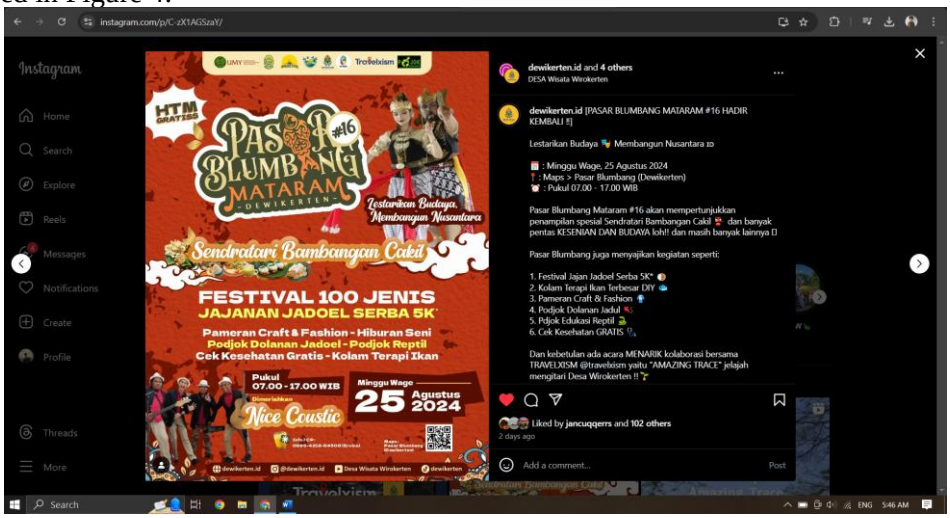

Figure 4 Wirokerten cultural-tourism village Instagram

Instagram, which has the username @dewikerten.id, is one of the social media used by the Wirokerten Cultural Village Pioneer. This digitalization assistance has created a timeline to upload content related to the Cultural Village in Wirokerten Village. The focus of this content is to invite people to visit the Blumbang Mataram Market, a regular event that features local cultural elements in Wirokerten Village. On the other hand, this assistance also resulted in a website at @dewikerten.id (see Figure 5).

Figure 5 Wirokerten cultural-tourism village website

This website serves to manage all needs related to the cultural potential in Wirokerten Village. There are several supporting features to support the branding of the cultural potential. There are several features, such as the history of Wirokerten Village, which explain the beginning of the formation of Wirokerten Village. Then, a profile feature that explains an overview of the Wirokerten Cultural-Tourism Village Pioneer. The Tour Package feature integrates cultural potential digitally. Finally, the contact feature includes an explanation of the contact person to be reached if cooperation and collaboration are needed.

In addition, the digitization of the Wirokerten Cultural Village is also strengthened by assistance in collecting and archiving documentation of cultural activities in Wirokerten. This archiving is carried out using Google Drive, which is accessible to everyone in Wirokerten Village.

This Google Drive consists of five folders, namely 1) Customs and Traditions which contain documentation related to traditional ceremonies and traditions that are still attached to Wirokerten Village; 2) Traditional Arts and Games which contain documentation about the activities of art studios throughout Wirokerten Village and traditional games that still exist in Wirokerten; 3) Javanese Language, Literature, and Script contains documentation regarding the preservation of the Javanese language in Wirokerten Village; 4) Handicrafts, Culinary, and Traditional Medicine contain documentation about MSMEs in Wirokerten Village ranging from halal certification, Business Identification Number (NIB), to the type of existing product; and, 5) Spatial and Building Arrangement contains documentation of the historical relics of the Islamic Mataram Kingdom in Wirokerten Village.

Google Drive is used as a source for creating content uploaded through Instagram and websites. From this drive, formulated by the Promotion and Branding division, to create engaging and selling content for tourists. Thus, the digitization of the Wirokerten Cultural Village combines three elements, namely digital archives (Google Drive folders), Instagram, and websites, into an interconnected unit, which is then uploaded through the platform. This digitization also aims to ensure that the archive of this cultural-tourism potential is well managed and as a preparation

material for institutional verification of the Cultural Village at the provincial level of the Special Region of Yogyakarta.

CONCLUSION

Through the analysis of the needs of the Wirokerten Cultural Village, two main solutions were identified: 1) Making a mascot as a village identity; and 2) development of social media, especially Instagram and websites, to optimize digital branding. The mascot is a representation of Tumenggung Wirokerti, a respected historical figure in the village, serving as a symbol of courage and devotion. In addition, the digitization of the Wirokerten Cultural Village is carried out by creating an Instagram account and a website that displays the cultural potential of the village. The content uploaded on the digital platform comes from a cultural archive compiled in Google Drive, which serves as a data source for the content. The follow-up of this service program involves strengthening the identity of Wirokerten Cultural Village by enhancing its branding through collaboration with local and national influencers. By combining visual branding through the mascot and digitalization via online platforms, it is expected that the attractiveness of Wirokerten Cultural Village will increase, and its identity will be further established at both local and regional levels. Consequently, this program is anticipated to have a positive impact on the development of the cultural village and help introduce Wirokerten's cultural potential to a wider audience.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

Conceptualization: AK and S; Methodology: UP; author and draft manuscript: RAS and RAH; review and provide significant input for the feasibility of scientific articles: AK, S, and UP. All authors have reviewed and approved the final version of this scientific article.

ACKNOWLEDGMENTS

Thank you to the Community Service Institute (DRP) of the University of Muhammadiyah Yogyakarta for providing funding, facilities, and support to ensure the community service of the Partner Village Development Program runs smoothly. Thank you to the government and the community of Wirokerten Village for supporting this service program.

REFERENCES

Al-Kautsari, M. M. (2019). Asset-based community development : strategi pengembangan masyarakat. *Empower: Jurnal Pengembangan Masyarakat Islam*, *4*(2), 259. https://doi.org/10.24235/empower.v4i2.4572

Anwar, S., & Mufid, M. (2020). Pengembangan wisata edukasi dan rekreasi kracakan di desa payaman kecamatan ngraho kabupaten bojonegoro. *Al-Umron: Jurnal Pengabdian Kepada Masyarakat*, *1*(1), 50–58.

Asaad, I., & Rahman, A. (2021). Pengembangan kota parepare sebagai kota destinasi wisata habibie dengan konsep sustainable smart touris. *Jurnal Pekomnas*, *6*(2), 21–34. https://doi.org/10.30818/jpkm.2021.2060303

Atmojo, M. E., Pratiwi, V. P., & Hanif, N. A. (2023). Penguatan branding dan kelembagaan desa wisata di kalurahan hargorejo kecamatan kokap kabupaten kulon progo. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, *5*(2), 976–983.

bantulkab.go.id. (2024). *Bantul tambah lima kalurahan jadi rintisan desa budaya 2024*. Https://Bantulkab.Go.Id/. https://bantulkab.go.id/berita/detail/6637/bantul-tambah-lima-kalurahan-jadi-rintisan-desa-budaya-2024.html

Basith, G. H., & Kurniadi, D. (2017). Perancangan sistem informasi pemetaan pariwisata garut berbasis geografic information system dan android. *Jurnal Algoritma*, *14*(1), 26–31. https://doi.org/10.33364/algoritma/v.14-1.26

Fitriawan, H., Murdika, U., & Yudamson, A. (2019). Pengembangan website Desa Pekon Kiluan Negeri menuju kawasan wisata berbasis TIK. *Jurnal Pengabdian Kepada Masyarakat Sakai Sambayan*, *3*(3), 107-110.

Hilman, Y. A., Megantari, K., & Studi, P. (2018). model city branding sebagai strategi penguatan pariwisata lokal provinsi jawa timur. *Komunikasi Dan Kajian Media*.

Irwan, S. N. R., Perwitasari, H., & Muhamad, M. (2021). Pendampingan identifikasi potensi pengembangan agrowisata berbasis partisipasi masyarakat di desa tirtomulyo, kretek, bantul, yogyakarta. *Agrokreatif: Jurnal Ilmiah Pengabdian Kepada Masyarakat*, *7*(2), 122–130.

Kholid, A., Sakir, S., & Saputra, R. A. (2024). Menuju desa mandiri budaya : Penguatan kelembagaan desa budaya kalurahan. *Warta LPM*, *27*(3), 434–443.

Kusi, Y., Suryani, L., Aje, A. U., Rawe, A. S., & Musu, T. (2022). *Menggali potensi desa eduwisata wolotopo*. *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, *6*(2), 813-818.*6*, 813–818.

Latifah, E., Wisodo, H., Pramono, N. A., Rifai, M. K., Fawaiz, S., & Oktaviani, A. E. (2022). Peningkatan branding dengan pelatihan branding awareness terhadap kelompok petani wanita jahe di desa arjowinangun, malang. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, *4*(4), 1115. https://doi.org/10.20527/btjpm.v4i4.4335

Maryani, & Dedeh, N. R. (2019). Pemberdayaan Masyarakat. *CV Budi Utama*.

Mustofa, M. L. (2012). *Monitoring dan Evaluasi : Konsep dan Penerapannya bagi Pembinaan Kemahasiswaan* (Issue I).

Nirmala, B. P. W., & Paramitha, A. A. I. I. (2020). Digitalisasi desa dan potensi wisata di desa kerta, kabupaten gianyar menuju pariwisata 4.0. *Jurnal Karya Abdi Masyarakat*, *4*(3), 350–355. https://doi.org/10.22437/jkam.v4i2.11273

Novianti, E., & Wulung, S. R. P. (2020). Implementasi komunikasi daring dalam menunjang jawa barat sebagai destinasi pariwisata cerdas. *Jurnal Komunikasi*, *12*(1), 53. https://doi.org/10.24912/jk.v12i1.6971

Peraturan Gubernur DIY Nomor 93 Tahun 2020 tentang Desa/Kalurahan Mandiri Budaya, (2020).

Putra, R. R., Siti Khadijah, U. L., & Rakhman, C. U. (2020). Pemanfaatan teknologi informasi dan komunikasi dalam penerapan konsep smart tourism di kabupaten pangandaran. *Jurnal Master Pariwisata (JUMPA)*, *July*, 257. https://doi.org/10.24843/jumpa.2020.v07.i01.p12

RPJMD. (2021). *Peraturan Daerah Kabupaten Bantul Nomor 6 Tahun 2021 Tentang Rencana Pembangunan Jangka Menengah Daerah Tahun 2021-2026*.

RPJMKal. (2019). *Rencana pembangunan jangka menengah kalurahan wirokerten tahun 2019-2024*. RPJMKal.

Sakir, S., Setianingrum, R. B., Walinegoro, B. G., & Afisa, A. (2022). Program kalurahan online (kaline) sebagai upaya pengembangan bumdes kalurahan margokaton berbasis digital. *Abdi: Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, *4*(2), 254–262. https://doi.org/10.24036/abdi.v4i2.274

Sakir, S., Walinegoro, B. G., & Putri, S. A. G. (2022). Pengembangan potensi kalurahan banyurejo sebagai desa wisata melalui strategi branding media sosial. *Jurnal Abdi Masyarakat Indonesia*, *2*(1), 341–348. https://doi.org/10.54082/jamsi.238

Sari, A. K., & Dewi, N. S. A. A. (2023). Analisis potensi dan upaya pengembangan desa wisata jamu gendong dusun kiringan kabupaten bantul. *Jurnal Pertanian Agros*, *25*(4), 4370–4379.

Setiawati, S. D., Retnasari, M., & Diny Fitriawati. (2019). Strategi membangun branding bagi pelaku Usaha Mikro Kecil Menengah. *JURNAL ABDIMAS BSI Jurnal Pengabdian Kepada Masyarakat*, *2*(1), 125–136.

Wildana, D. T., Khanif, A., Prihatmini, S., & Tanuwijaya, F. (2020). Anak di embung cinta: pembentukan wisata ramah anak di kelurahan nangkaan bondowoso. *Warta Pengabdian*, *14*(3), 173. https://doi.org/10.19184/wrtp.v14i3.17172

Yamani, A. Z., Muhammad, A. W., & Faiz, M. N. (2019). Penguatan ekonomi lokal pada pelaku umkm berbasis digital di desa winduaji kabupaten brebes. *Madani : Indonesian Journal of Civil Society*, *1*(1), 24–28. https://doi.org/10.35970/madani.v1i1.29

Yulianto, Y., Meilinda, S. D., Fahmi, T., Hidayati, D. A., & Inayah, A. (2022). Penerapan community based tourism (cbt) di desa merak belantung kabupaten lampung selatan dalam mewujudkan desa ekowisata. *Jurnal Abdi Insani*, *9*(1), 9–19. https://doi.org/10.29303/abdiinsani.v9i1.469

AUTHOR PROFILES

Anwar Kholid
Universitas Muhammadiyah Yogyakarta
anwar.kholid@fisipol.umy.ac.id
Expertise: Inclusive Government
https://scholar.google.com/citations?user=arxgJ5QAAAAJ&hl=en&oi=ao

Sakir
Universitas Muhammadiyah Yogyakarta
mas.sakir@fisipol.umy.ac.id
Expertise: Sustainable Tourism Policy
https://scholar.google.com/citations?user=gN6nSu8AAAAJ&hl=en&oi=ao

Ulung Pribadi
Universitas Muhammadiyah Yogyakarta
ulungpribadi@ymail.com
Expertise: Organisasi Pemerintahan Digital
https://scholar.google.com/citations?user=9MJQQlUAAAAJ&hl=en&oi=ao

Rivaldi Alan Saputra
Universitas Muhammadiyah Yogyakarta
rivaldialan11@gmail.com
https://scholar.google.com/citations?user=3KOwA5IAAAAJ&hl=en&oi=ao

Rosyid Annafi Hakim
Universitas Muhammadiyah Yogyakarta
rosyidhkm@gmail.com