

Effect Of Environment Arrangement on Increasing Halal Tourism Visitors

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Abstract

A healthy environment is an environment that has clean air, water and soil conditions and is free from pollution, and the area owned supports the creation of a healthy community. Automatically the environment will be protected from things that cause health problems, such as liquid, solid and gas waste. Also, avoid animals carrying disease germs, harmful chemicals, excessive noise pollution and other negative things. Conceptually, what can overcome environmental crises is to make efforts to preserve the environment by reforestation. The word preservation comes from "sustainable", which means to remain as it was before, not change, and last forever. At the same time, preservation means the process, method, act of preserving, protection from destruction and damage, preservation, conservation, and management of natural resources, which guarantees their wise use and the continuity of their supply while maintaining and increasing the quality, value and diversity. Environmental preservation is an effort to deal with problems that arise in an area. Therefore the 108 Thematic KKN Group 11 held environmental preservation, which applied the concept of greening by utilizing existing land around Halal Tourism belonging to the Islamic Boarding School, which is located on Jalan Wonosari KM 25 Dusun Joban, Beji Village, Patuk District, Special Region of Yogyakarta. This activity is a form of the community service program. The greening concept is carried out by planting several types of tree seeds by utilizing the land around the area. This greening activity is expected to raise a sense of community concern to always care for and care for the surrounding environment, in addition to providing skills and knowledge about making kokedama from coconut coir waste as a growing medium for ornamental plants.

Keywords: *healthy environment, halal tourism, kokedama*

INTRODUCTION

The development of the tourism industry must be in the form of sustainable tourism, namely tourism, whose management is committed to having a mild impact on the environment (Ajie Wicaksono, 2019). One form of special tourism that pays great attention to the preservation of natural tourism resources is ecotourism (Damanik and Weber, 2006). According to Mckinney (2017), ecotourism is a tourism activity that utilizes environmental services, be it nature (beauty, uniqueness) or society (culture,

way of life, social structure), by presenting elements of conservation, education and community empowerment. Furthermore, Singh et al., (2022) explained that ecotourism is an alternative solution to problems that arise from mass tourism, which causes much environmental damage.

Ecotourism is closely related to conservation principles in areas with a certain beauty, uniqueness and uniqueness, so it is very appropriate to maintain the integrity and authenticity of the ecosystem. It can be done through an evaluation of effectiveness to determine the level of success in managing ecotourism areas. According to Prajapati, (2022), effectiveness evaluation is carried out to determine whether the activities carried out have been carried out following the principles underlying management so that objectives can be achieved. Singh et al., (2022) explained that the evaluation of management effectiveness is defined as an effort to monitor management activities or elements so that constraints that hinder the process of achieving goals can be identified.

Tourism, in general, is one sector that has an essential role in the economic development of a region. The development of the tourism sector is expected to encourage social welfare by providing employment opportunities for the community (Muhtarom, 2019). Not only that, but tourism development can also grow other supporting industries to build good integration between the tourism sector or with other sectors in a region. Related to the role of the tourism sector, the development of the tourism sector not only supports economic development but also can support development from a social and cultural aspect. One form of effort in supporting the development of the tourism sector is through the development of tourist villages (Ajie Wicaksono, 2019).

Halal tourism is a new product in the tourism industry launched by the Global Halal Forum on the concept of halal from 30 to 2 November 2013. This idea was carried out considering that Indonesia has the most significant number of followers of Islam in the world. It is known based on the results of research conducted by the Pew Research Center, namely institutions based in Washington DC United States, engaged in demographic research, media analysis and social science research. On 18 December 2012, Pew Research Center published his research entitled "The Global Religious Landscape" regarding the spread of religion worldwide with coverage of more than 230 countries (Rachman, 2020). The general criteria for sharia tourism are; first, have an orientation to the common good. Second, having an enlightenment orientation, refreshment, and serenity. Third, avoid polytheism and superstition. Fourth, free from immorality. Fifth, maintaining security and comfort. Sixth, maintaining environmental sustainability. Seventh, respect social values, local culture and wisdom (Fasiha et al., 2019).

The description above provides an overview of the life of Muslim society which cannot be separated from environmental cleanliness and the Islamic way of life, as well

as being an essential element that reflects health and has a significant role in implementing religious values. Environmental cleanliness and the concept of halal tourism are creating a healthy environment and avoiding various diseases, as well as providing benefits and blessings. This can be achieved by creating a clean, beautiful and comfortable environment (Slamet, 1994) and ensuring the elements in halal tourism follow sharia provisions (Lesmana et al., 2020). In addition to the health sector, environmental cleanliness also affects the comfort, beauty and beauty of the environment, which can create peace for the whole community.

Problems regarding the environmental crisis in cities and villages can be handled and overcome conceptually and theoretically by carrying out environmental preservation activities. Students, as agents of change, have a role in helping the community in realizing tourism that is healthy, environmentally friendly, and with the concept of halal. Through real work solutions held by the University, students can propose reforestation activities by planting several vegetable and flower seeds using the surrounding land and developing *kokedama*.

From the results of direct observations made by UIN Sunan Kalijaga student groups in actual work lectures, it has been found that the environment in the area has not been adequately maintained. Some of the problems around it include: (1) The community needs more concern and awareness, resulting in much scattered and neglected waste; (2) Many plants are not cared for and are even attacked by pests, resulting in dry and dead plants; and (3) Lack of greenery, causing the area to feel hot. It is believed that this is a problem regarding the environment in the area that can be solved through efforts to reforest and utilize *kokedama*. Fostering public awareness can be done through greening activities, pest eradication, and waste management. Reforestation is an effort to restore, improve and maintain the condition of the land so that it can function and produce well and optimally, both as a regulator of water management and as a protector of the environment. (Mardiani, 2017)

In addition to reforestation efforts, what can be done is a managing waste to reduce environmental damage. Instilling a caring attitude towards the environment can be done through managing waste, namely by managing it based on 3R (reduce, reuse, recycle) (Arizona, 2018) and introducing the benefits of coconut coir or what is called *kokedama*. One of the uses of organic waste that can be recycled is coconut fibre. Coconut fibre is a product that is needed in the domestic market, which can be processed and broken down into products with high export value (Indahyani, 2011). Coconut fibre is an environmentally friendly and renewable material and can be part of social entrepreneurship development programs, green design and other related programs. Thus the use of coconut fibre waste has economic value and a positive impact on society. One way to take advantage of it is to make it a "*kokedama*".

Kokedama (coco dama) is the benefit of coconut coir to be used as a container

for ornamental plants. Kokedama comes from Japanese, "koke" means moss and "dama" means like a ball, then it is covered with moss, so it becomes a moss ball; this is what is called the kokedama technique (D'Kandang, 2018). Kokedama is round in shape; usually, the plants used are ornamental or indoor plants that do not need much sunlight. The function of the kokedama itself is as a growing medium for ornamental plants. It can also be applied to various herbs, seasonal plants, grasses, nails, and even bulbs. However, it is generally applied to small plants and can be placed indoors so that they are easy to care for and do not grow big quickly (Trahutami., 2019).

METHODOLOGY

The community service method is developing the environment around halal tourism on Jalan Wonosari KM 25, Job Hamlet, Beji Village, Patuk District, Yogyakarta Special Region. Before carrying out this development, we made observations and documentation. According to Abdurrahman (2011: 104), observation is a data collection technique carried out through an observation accompanied by records of the condition or behaviour of the target object. Preliminary observations were made to determine the potential of plants suitable for planting in halal tourism areas. Abdurrahman (2011: 112) argues that documentation is a data collection technique by studying records regarding the personal data of respondents. Documentation is used to collect data related to the research. The location of community service is in halal tourism, on Jalan Wonosari KM 25, Job Hamlet, Beji Village, Patuk District, Special Region of Yogyakarta. Initial observations were made in June 2022. Then community service activities were carried out from July-August 2022.

RESULTS AND DISCUSSION

In this section, we examine concepts related to the dedication agenda to strengthen the reasons for the activities. The concepts studied include structuring concepts, environmental concepts, environmental management activities at halal tourism sites, and strategies to increase the number of visitors through environmental management. Briefly, it can be described in Figure 1.

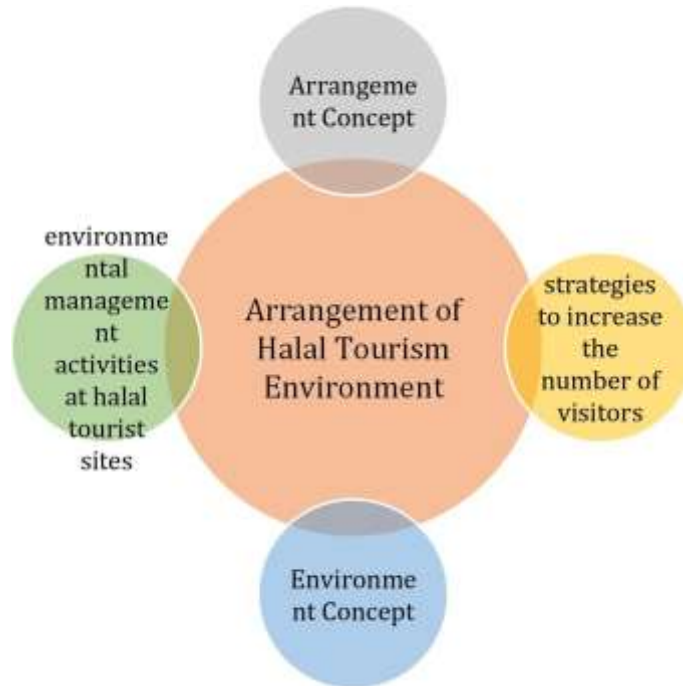


Figure 1. Arrangement of Halal Tourism Environment Chart

1. Arrangement Concept

The arrangement involves alignment in matters involving energy, thoughts, and feelings. Arrangement activities are carried out to improve a condition that is not good or has even reached the "bad" level; if its existence is allowed to continue like this, it will cause an unpleasant condition in terms of cleanliness, health, or tidiness. In the Big Indonesian Dictionary, "Organization" is the act of organizing; self-organizing means arranging, compiling, or fixing (Setiawan, 2021). Thus, structuring is an activity that aims to organize, compile, and fix a case so that it is more organized and structured.

2. Environment Concept

Based on the Law. No. 23 of 1997 states that an environment is a spatial unit with all objects, energy, circumstances, resources, and living things in which humans and their behaviour influence nature itself, the sustainability of life's affairs, and the welfare of humans and living things. others (Siktiyana, 2022). In addition, the environment as an object, conditions, and influences exist in the space they occupy and can influence living things, including human life (Sarkawi, 2015). The environment is an essential factor for human life. Currently, environmental conditions on an international scale are at an alarming point. This is evidenced by the most widespread droughts in recent decades, such as those in North America, China, Europe, and the

Mediterranean (Khadka, 2022). Global warming, which continues to increase without being offset by the greening of this earth, will worsen the natural conditions. Then its inhabitants will feel even more severe suffering. For this reason, we need to overcome global warming by planting, caring for, and better-managing plants in our environment (Roof, 2021).

3. Environmental management activities at halal tourism locations

Halal Tourism, located on the edge of Jalan Raya Jogja - Wonosari, is a tourist spot that can provide education and inspiration for visitors about the importance of entrepreneurship for Indonesian people. Tourism is an activity carried out with feelings of happiness to expand new knowledge. The steps we can take to give tourists a feeling of happiness are to provide good service and beautify the environment in these tourist sites. The environment seen for the first time by tourists needs to be arranged as well as possible, especially in the part of the yard on the side of the main road. This is important because it can attract motorists to stop by this halal tourist spot. Activities related to environmental management that we have done, include, garden fireplace in the front yard of the halal tourism location, nameplate repair and renovation, separation and removal of wood and bamboo, arrangement of plants around the halal tourism night market, manufacture and installation of signposts, road repair, streamlining the flow of water in the ditch, Kokedama production and maintenance, arrangement of bricks and natural stones, sand removal, and installation of banners. Briefly, it can be described in Figure 2.

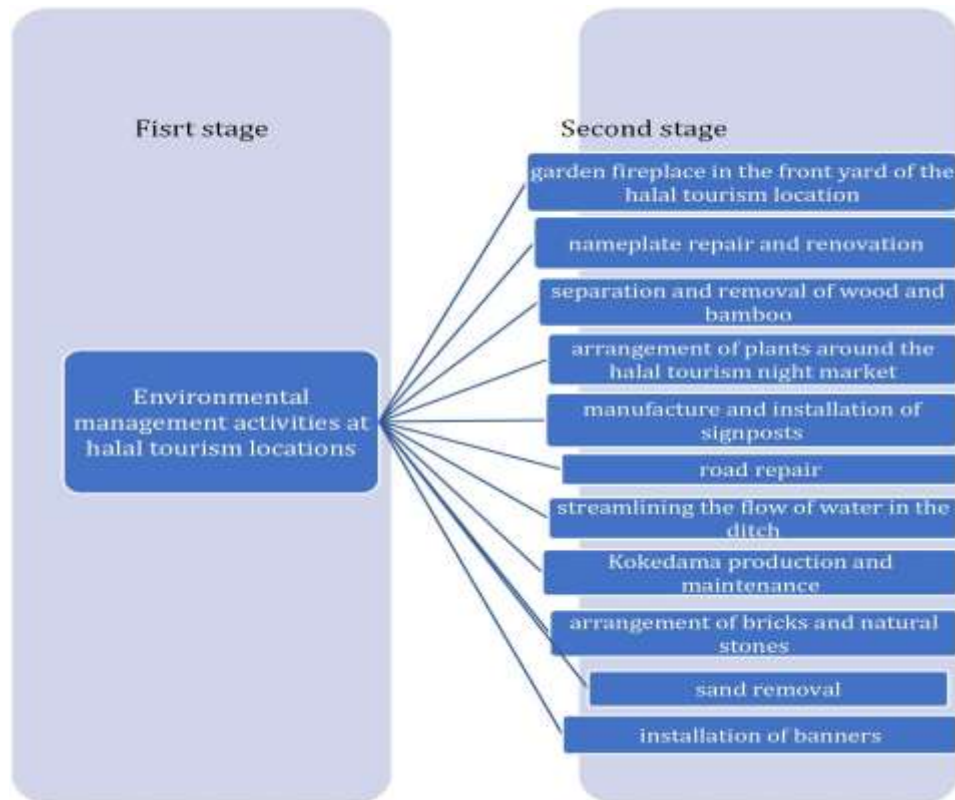


Figure 2. Environmental management activities at halal tourism locations

- a. Garden fireplace in the front yard of the halal tourism location.
It covers the parking area below the halal tourism location, behind the inscription, the location of halal tourism, which is on the edge of Jalan Raya Jogja - Wonosari, and the park above the lower parking area. This area needs to be worked on because it is the "first sight" for tourists or motorists who are passing through the area where halal tourism is located and are interested in visiting it.
- b. Nameplate repair and renovation.
This halal tourism was once used as a location by UIN Sunan Kalijaga Yogyakarta students in the actual work lecture agenda in the previous period; one of the legacies is a signboard that informs places in this halal tourism location area. The nameplate is starting to get dull, the information needs to be more explicit, and there is even support for the collapsed nameplate. We took the initiative to repair and beautify the nameplate, starting from repainting to reinstalling the collapsed board.
- c. Separation and removal of wood and bamboo.
This is done because of the location of the former construction bamboo, which

is under the garden. Thus, the aesthetics of the park is disturbed. Apart from that, we also sort the used wood to support the room, which, if it is reasonable and still suitable for use, from those that are no longer suitable.

d. Arrangement of plants around the halal tourism night market

The night market is one of the activities in this halal tourism location; this activity usually takes place once in two weeks, on Sunday nights. The activity involved students as sellers and buyers. This is a learning simulation for students to enter the world of trading in the future. Around the location, many plants have begun to be less maintained. We try to improve these plants to make them look more attractive by providing nutrition through organic fertilizer and arranging them.

e. Manufacture and installation of signposts.

The existence of signboards at tourist sites is fundamental so that tourists know the locations on tour. We help the management of halal tourism to make directions using bamboo winnowing as a writing medium.

f. Road repair

The road is slippery and cobbled in front of the student post area, which is carrying out this actual work lecture. Therefore, we use limestone around the post to reduce the slipperiness of the road and make it easier for vehicles to park.

g. Streamlining the flow of water in the ditch

The ditch, to the left of the KKN post, turned out to be higher than the post. So that when the water flow is heavy, the post room, which is adjacent to the ditch, will get wet due to the seepage of the ditch water. Therefore, we are deepening the ditches so that the command post is not exposed to water seepage. In addition, in a different place, the ditch had become covered in rubbish and was shallower at the bottom, so the water stagnated in the middle of the ditch. The upper end of the ditch is used for the flow of water used for washing dishes. So, we repaired the ditch so that water could flow smoothly to the bottom end of the ditch.

h. Kokedama production and maintenance.

Another step for us to add aesthetic value to this halal tourism location is to make kokedama. Kokedama is making growing media different from usual by involving coconut fibre waste. Everything that needs to be prepared in making this kokedama is plants, soil, organic fertilizer, coconut fibre, brown wool thread, and sewing thread. After everything is done, we put it in the areas that tourists pass. There is a person in charge who takes care of this kokedama every

few days.

The uniqueness of kokedama is indeed its characteristic compared to planting media such as plastic or clay pots. In general, kokedama looks different because of its beauty. As a planting medium, kokedama has been introduced to Sakura Country since 1603. Then kokedama fever hit Europe in 2012. Meanwhile, kokedama became famous in Indonesia in 2014 until now, as quoted from Trubus Magazine. In his native Japan, kokedama is called a poor man's bonsai. Bonsai, or the art of stunting plants, so they live long, has been popular in Japan since the 8th century. Generally, a bonsai must need a good and expensive pot. Meanwhile, kokedama is a planting medium that replaces very cheap pots. To make kokedama, first, decide what ornamental plants want to plant. Choose plants with small roots and do not need intense sunlight. Generally, kokedama can use to decorate walls inside and outside the house, fences, balconies, and shady corridors of houses, or leave them hanging on trees. The following is attached documentation of student activities in the real work lecture program when producing kokedama at halal tourist sites:



Figure 3. Documentation of producing Kokedama

Materials needed to make Kokedama:

- growing media
- decorative plants
- sewing thread
- coconut fibre
- hemp rope

Steps to make Kokedama:

- 1) Prepare the plants to make Kokedama. Do not be too big. Some alternative kokedama plants: Betel ivory (*Epipremnum aureum*), Widow hole (*Monstera obliqua*), Succulent, Begonia, Fern, Paris Lily (*Chlorophytum comosum*)
- 2) Carefully wrap the plant's roots with the planting medium, then wrap it in a patchwork cloth.
- 3) Shape the planting medium wrapped in patchwork so that it is rounded to form a ball that covers all the plant roots.
- 4) Adjust the size of the ball with the size of the plant
- 5) Tie the patchwork using sewing thread
- 6) Tidy up the rest of the patchwork with scissors, and cut the irregular pieces of cloth.
- 7) Cover the planting media ball by attaching coconut fibre little by little, glued and tied using sewing thread.
- 8) Once the ball is tightly covered with coconut fibre, tie the ball with a strong hemp rope around it and try a dead knot.
- 9) Leave string on both sides of the plant and tie the ends so it can hang.
- 10) Hang this kokedama plant anywhere to add to the aesthetics of favourite place and enjoy the beautiful kokedama.
- 11) If the kokedama plant is ready, remember to take care of it by simply preparing a container filled with water and placing the kokedama plant for five to ten minutes.

Kokedama is priced from IDR 35,000 to IDR 125,000 per unit, with a capital of around IDR 50,000 to make around eight units of kokedama. Of course, this can inspire halal tourism managers and the community around tourism to be creative by utilizing household waste into something aesthetic and of economic value, which is expected to improve the economy, product competitiveness, and society's welfare.



Figure 4. A aesthetic Kokedama final product

- i. Arrangement of bricks and natural stones
Around the KKN post location, many natural stones and bricks are buried in the ground. To reuse natural stones and bricks, they need to be taken and arranged in a proper place so that the quality of the bricks and natural stones is not reduced. In arranging this, it takes much energy to maximize the results, namely by involving all UIN Sunan Kalijaga who are in this halal tourism location and assisted by students of Madrasah Aliyah Al-Mumtaz. In another location, namely around the night market, there are also natural stones scattered around, so we made one with natural stones that were neatly arranged in other areas.
- j. Sand removal
Ahead of the grand activity at the Al-Mumtaz Gunung Kidul Integrated Islamic Boarding School, namely Harlah and the Graduation of the PPT Al-Mumtaz students, Al-Mumtaz residents carried out joint community service. Because this activity requires a prominent location, the Al-Mumtaz soccer field, in the area where halal tourism is located, was chosen for the event. The community service activities are carried out at specific points, one of which is on the road to the central location for general visitors. There is a sand dune used to build the road on this road. Therefore, the best step is to move the sand to another place. In addition to minimizing accidents for people who pass through the road, this step also beautifies human eyes.
- k. Set banners
Another significant activity located in halal tourism is Accreditation. Accreditation, which incidentally determines the quality of an educational institution in Indonesia, is an essential and decisive activity. For this reason,

everything that can reduce the value of Accreditation is eliminated. At the same time, things that can increase the rating are maximized, such as installing banners that contain everything that becomes an icon of halal tourism. The purpose of the banner is to cover a warehouse with no doors and no walls so that it looks tidier. Apart from that, the banner is also a marketing tool related to products in this halal tourism location.

4. Strategy to increase the number of visitors through environmental management

Several conditions must be met to make a place a tourist destination, including; tourist attraction, adequate road access, infrastructure to support tourist needs, and community empowerment around the location (Hanifah, 2013). A tourist attraction is the first and most crucial point in forming a place to become a tourist destination. A clean, beautiful and neat environment is a supporting factor that can add to the comfort of tourists visiting a place. Thus, it can increase the attractiveness of tourism for the community. In addition, there needs to be a strategy to increase the number of tourists visiting. Based on research that previous researchers have carried out, it has been stated that strategies that can be carried out to increase the number of tourists are adding facilities to tourist objects, caring for the environment in tourist destination areas, promoting offline and online, including social media, jointly developing tourist attractions—with residents, collaborating with tourism bureaus and event organizers, as well as holding deliberations for evaluation and innovation activities (Priyono, 2022). Thus, one of the best steps that halal tourism managers can take to increase the number of visitors is to carry out routine environmental management activities so that halal tourism locations on Jalan Jogja-Wonosari are more orderly and beautiful.

Referring to Customer Relationship Management (CRM) should be the first step in developing a museum marketing strategy. A competent CRM not only provides managers with up-to-date contact information of guests but also stores valuable data that managers can use to learn and identify visitor interests. A CRM will give managers insights into visitor demographics, seasonal trends, returning visitor rates, and passive. Active members. One of the things that can cripple a marketing strategy is trying to reach every type of visitor. A CRM will provide the manager with the necessary information to evaluate the kind of guests that they like to reach and, from there, create a focused marketing campaign.

A CRM can help managers:

- Create a strong marketing campaign.
- Learn valuable information about visitors.
- Contact visitors with up-to-date information.

- Define the manager and owner's target audience.
- Act as a database to store valuable data for the future.

Technology has presented several new opportunities for halal tourism to innovate, exhibit, and create excitement through videos and social media. Technological developments are occurring at an increasing rate, and innovations in education technology mean that museums have a steady flow of new opportunities to showcase their exhibits. Here are a few ways halal tourism can utilize technology to increase their visitor attendance; first, halal tourism has already taken advantage of virtual reality applications. Introducing a virtual reality exhibit into halal tourism can help bolster excitement around halal tourism sites; second, utilize technological applications in education in order to reach local schools and valuable members of the community; third, guided tours have evolved, and halal tourism is constantly finding new ways to introduce digital scavenger hunts, tablet-lead tours, and educational games in the exhibits; and last, highlighting these technological implementations on halal tourism web page, through social media, and in mobile advertisements will ensure that a large amount of halal tourism's target audience learns about innovative and exciting exhibitions.

CONCLUSION

Reflecting on the results of the community service that has been carried out, the service team carried out several activities related to the arrangement of the halal tourism environment on Jalan Jogja-Wonosari. These activities include tidying up the garden in the front yard of the halal tourism location, repairing and rejuvenating signboards, sorting and moving wood and bamboo, arranging plants around the halal tourism night market, making and installing signposts, repairing roads, facilitating the flow of water in ditches, making and maintaining Kokedama, arranging bricks and natural stones, moving sand, and installing banners. Implementing these activities results in a well-organized, neat, and beautiful environment. In addition, produce Kokedama can add to the existing plant collection. The suggestion for further research is to add other activities that can improve the beauty and tidiness of the environment. So the interest of tourists visiting halal tourism at Jalan Jogja-Wonosari is increasing.

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