

The Role of Tourism Awareness on the Innovative Work Behavior of Tlangoh Beach UMKM Actors

Jayaning Sila Astuti*¹, Rezekiyah Rosyidah², Ni Putu Rizky Arnani³

¹Program Studi Psikologi Universitas Trunojoyo Madura, Indonesia

^{2,3}Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura, Indonesia

Article Info

Article History

Submitted:

August, 13th 2023

Final Revised:

January, 31st 2024

Accepted:

February, 2nd 2024

Abstract

Background: Tourism-related UMKM (Micro, Small and Medium Enterprises) have the potential to stimulate local economies. UMKM with innovative ideas for tourist attractions can be of benefit to both individuals and the community. Thus, tourism awareness is the key factor in promoting innovative work behavior among UMKM actors. **Objective:** This study aims to investigate the impact of tourism awareness on innovative work behavior. **Method:** This study employs a causality quantitative approach with the population of the study consisting of UMKM actors in the beach tourism of Tlangoh, Bangkalan. The sampling technique employed is saturated sampling. The instruments used were the tourism awareness scale and the innovative work behavior scale. **Results:** The findings suggest a strong relationship between tourism and innovative work behavior among UMKM actors at Tlangoh Beach. The tourism awareness variable contributed 39.5% to innovative work behavior, while the remaining 60.5% was influenced by other factors. **Conclusion:** The study reveals that the UMKM actors need to cultivate and implement tourism awareness on innovative work practices to maintain their business growth and sustainability in the future.

Keywords: Tourism awareness, Innovative work behavior, UMKM

Abstrak

Latar Belakang: UMKM (Usaha Mikro Kecil dan Menengah) yang berhubungan dengan pariwisata mempunyai potensi untuk merangsang perekonomian daerah. UMKM dengan ide inovasi tempat wisata dapat memberikan manfaat baik bagi individu maupun masyarakat. Dengan demikian, kesadaran pariwisata menjadi faktor kunci dalam mendorong perilaku kerja inovatif di kalangan pelaku UMKM. **Tujuan:** Penelitian ini bertujuan untuk mengetahui dampak kesadaran pariwisata terhadap perilaku kerja inovatif. **Metode:** Penelitian ini menggunakan pendekatan kuantitatif kausalitas dengan populasi penelitian terdiri dari para pelaku UMKM wisata pantai Tlangoh, Bangkalan. Teknik pengambilan sampel yang digunakan adalah sampling jenuh. Instrumen yang digunakan adalah skala kesadaran wisata dan skala perilaku kerja inovatif. **Hasil:** Temuan menunjukkan adanya hubungan yang kuat antara pariwisata dan perilaku kerja inovatif di kalangan pelaku UMKM di Pantai Tlangoh. Variabel kesadaran berwisata memberikan kontribusi sebesar 39,5% terhadap perilaku kerja inovatif, sedangkan sisanya sebesar 60,5% dipengaruhi oleh faktor lain. **Simpulan:** Penelitian mengungkapkan bahwa para pelaku UMKM perlu menumbuhkan dan menerapkan kesadaran pariwisata



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terhadap praktik kerja inovatif untuk mempertahankan pertumbuhan dan keberlanjutan usaha mereka di masa depan.

Keywords: Sadar wisata, Perilaku kerja inovatif, UMKM

Corresponding author:

*Jayaning Sila Astuti
jyaning.astuti@trunojoyo.ac.id
Psychology Department Program
Universitas Trunojoyo Madura
Bangkalan-Madura, Indonesia

Tourism is a sector with great potential for the improvement of a region's or country's economy. It is considered a flagship industry that turn the wheels of the Indonesian economy. This particular sector can significantly impact the economy, society, and environment.

Madura Island is a promising area for tourism development. Madura Island has four districts with great potential for nature, religious, cultural, and historical tourism (Faraby & Rozy, 2021). One of these districts is called Bangkalan, where in Tanjung Bumi, Bangkalan Regency, has an interesting tourism destination named Tlangoh Beach. This tourism attraction was opened in May 2020, in the middle of the pandemic (Ratya, 2021). As a relatively new tourist destination, Tlangoh Beach has the potential for further development. The existing facilities include a food court and public toilets. Interviews with Tlangoh Beach tourism entrepreneurs conducted on June 20, 2022, revealed that the village head partly manages the food court in the tourist area, while the surrounding community manages most of the others individually. These businesses are classified as Micro, Small, and Medium Enterprises (UMKM), including those managed individually and by groups.

UMKM (Micro, Small, and Medium Enterprises) play a crucial role in the industry by providing opportunities for remote or rural areas to contribute to economic progress. UMKM are the main actors of economic activity, the largest providers of employment, significant players in local economies and community empowerment, and creators of new markets and innovations (Sarfiyah et al., 2019).

UMKM has long been the backbone of the Indonesian economy. They contribute to GDP growth, provide economic safety nets for the community, especially those with low incomes, and contribute to exports and the creation of fixed capital/investment (Kementerian Koperasi dan UKM, 2021).

UMKM is a type of economic activity that uses not only new resources but also unlimited resources such as ideas and creativity. Innovative work behavior refers to the deliberate behavior of individuals to generate and implement useful ideas for the benefit of individuals, groups, and organizations (Bos-Nehles et al., 2017). De Jong and Den Hartog (2010) define innovative work behavior as creativity that provides benefits to individuals or organizations. UMKM actors who are creative and have innovative ideas about tourist attractions can provide benefits to individuals and the community as a whole.

According to De Jong and Den Hartog (2010), the dimensions of innovative work behavior consist of idea exploration, idea generation, idea championing, and idea implementation. Idea exploration covers a variety of actions to find ways to improve current products, services, or work processes. Idea generation involves products, services, or ways of entering new markets and work process improvement. Idea championing is the act of promoting new ideas that are not compatible with the organization's current ways of doing things or processes, seeking support and coalition-building by demonstrating confidence in the innovation's potential for success, persistence, and getting the right people involved. Idea implementation represents the result-oriented effort and attitude required to implement an idea.

Innovative behavior depends on a person's effort to bring it about. Therefore, it is important to understand the things that can encourage individuals to foster and stimulate innovative behavior within themselves. Innovation is not limited to the outcomes and services provided by businesses, innovative behavior also entails how products are created and marketed (Bessant & Tidd, 2015).

Innovation is not limited to the creation of new products but can also be assessed from various aspects such as the production process, innovation in marketing, and organizational systems (Larsen & Lewis, 2007). Innovation occurs because it is driven by market forces or obstacles faced by UMKM actors. Hadiyati (2011) in her research showed that innovation affects entrepreneurship by 70.20%. Innovation encompasses the ability of UMKM actors to analyze existing opportunities starting from small opportunities, so it can partially affect entrepreneurship.

Tourism development efforts require the participation of local communities around tourist attractions. Along with the government and the private sector (Dewi et al., 2013), local communities play an important role in tourism development efforts. However, the community's role extends beyond lofty ideals to include promoting public awareness of the significance of tourism. Individuals who possess tourism awareness comprehend and embody the values of *Sapta Pesona*, which include safety, orderliness, cleanliness, coolness, attractiveness, friendliness, and memorability.

Tourism development can be achieved through community empowerment (Sinaga et al., 2018) which can be accomplished through activities or programs that increase tourism awareness and promote the potential of tourism businesses in the community (Cahyaningrum, 2017). Tourism awareness is a state that describes the participation and support of all parts of the community to promote the implementation of a conducive climate for the growth and development of tourism in a destination or region (Rahim, 2012). Pratiwi (2020) in her research demonstrates that community involvement is a key factor in the success of tourism development, particularly in promoting tourism awareness. Then, tourism awareness can be assessed individually or collectively through the roles in tourism planning, operation, implementation, and supervision.

Tourism awareness can be enhanced by promoting a sense of safety, orderliness, cleanliness, coolness, attractiveness, friendliness, and memorability. To implement a sense of

safety, stakeholders, in this case, MSME (UKMM) actors, will think creatively about how to make tourists feel calm and free from fear during their visit. Then, to implement a sense of cleanliness, UMKM actors should focus on practical measures such as maintaining the hygiene of the tourism sites and supporting infrastructure facilities. In addition, other creative measures are also encouraged to carry out this implementation. To enhance the sense of memorability, UMKM actors can creatively trade unique souvenirs along with other features that will entice tourists to return (Rahim, 2012).

The Pandang Tak Jemu Mangrove Tourism in Batam City offers a range of tourist activities, including village/local culinary experiences, a welcome dance, mangrove education, cycling, and local souvenir and handicraft shops. Supporting facilities such as lodging, event stages, prayer rooms, toilets, and interesting photo spots are also made available (Thamdzir et al., 2023).

In Pengasinan Village, Depok City, the Tourism Awareness Group (Pokdarwis) has implemented a Tourism Awareness program by providing land for culinary stalls and water transportation facilities in the form of duck boats. Community service activities are also available to support tourism in the Situ area. These activities include cleaning the area, socializing with the community to promote environmental preservation, and participating in community service activities. Additionally, rescue training is available in case of a disaster in the Situ Pengasinan area. Situ Pengasinan is a lake tourism destination that belongs to the natural recreation tourism sector (Afif, 2021).

Based on the background explanation provided above, researchers aim to investigate the role of tourism awareness on the innovative work behavior of UMKM actors in Tlangoh Beach, Bangkalan, Madura.

Method

Population and Sample

The population of this study consists of UMKM actors in Tlangoh Beach, Tanjung Bumi, Bangkalan. A non-random sampling technique was used, in which the subjects did not have an equal chance to become a research subject. This means only certain subjects are allowed to be selected to participate.

This technique is based on the use of criteria, subject opportunities, subject voluntariness, and others. Furthermore, the non-random technique used in this study was saturation sampling, which involved 34 participants selected based on the following criteria: (a) they were UMKM (micro, small and medium enterprise) owners, and (b) they operated their businesses in Tlangoh Beach, Tanjung Bumi, Bangkalan. The saturation sampling method is appropriate for a relatively small population (Sugiyono, 2016).

Data Collection

The data was collected using the tourism awareness scale and the innovative work behavior scale. The tourism awareness scale was developed by Setyaningsih et al. (2022) based on the seven values of *Sapta Pesona*, namely safety, orderliness, cleanliness, coolness, attractiveness, friendliness, and memorability. The scale comprises 28 items. After having been validated by the researcher, 10 items were removed, leaving 18 items. The tourism awareness scale has a Cronbach's alpha reliability value of 0.799.

The innovative work behavior scale was developed by the researchers based on De Jong and Den Hartog (2010) dimensions, which include idea exploration, idea generation, idea promotion, and idea implementation. The scale consists of 48 items. After validity testing, 19 items were eliminated, leaving 29 items. The Cronbach's alpha reliability of this scale is 0.854.

Data Analysis

Data analysis was conducted to examine the role of tourism awareness on the innovative work behavior of UMKM actors using simple regression statistical analysis. Classic assumption tests, including normality, linearity, and heteroscedasticity, were performed prior to the analysis.

Result

The participants in this study are Micro, Small, and Medium Enterprises (UMKM) actors operating in the Tlangoh Beach tourism area, Tanjung Bumi District, Bangkalan Regency.

Based on age, 21% or 7 respondents are aged 19-20 years, 38% or 13 respondents are aged 21-39 years, 32% or 11 respondents are aged 41-50 years, and 9% or 3 respondents are aged over 60 years. The data provides information that almost all UMKM actors in the Tlangoh Beach tourism area are within the productive working age range. According to Husodo (2021), the productive working age is between 15-64 years old.

Based on the gender of the participants, it was found that 24% or 8 respondents were male, while 76% or 26 respondents were female. This data indicates that the majority of UMKM actors in this tourism area are women.

According to the information on educational background, 58.8% or 20 respondents had primary school education, 20.6% or 7 people had junior high school education, 11.8% or 4 people had high school education, and 8.8% or 3 people did not provide information about their educational background. These results demonstrate that the majority of UMKM actors in Tlangoh Beach tourism have an elementary school education background.

The following data presents the UMKM actors categorized by both educational background and gender.

Table 1. Educational Background and Gender

Education	Gender				Total	%
	F	%	M	%		
Elementary	17	50%	3	8,8%	20	58,8%
Junior High	4	11,7%	3	8,8%	7	20,6%
Senior High	2	5,9%	2	5,9%	4	11,8%
Not Mentioned	3	8,9%	-	-	3	8,8%
Total	26	76,4%	8	23,6%	34	100%

Based on the educational background and gender, it was found that 50% of all UMKM actors in the Tlangoh Beach tourism area are women with an elementary school education level.

The normality test using Kolmogorov-Smirnov resulted in a significance value of $0.970 > 0.05$, indicating that the data is normal. The linearity test on the tourism awareness variable and the innovative work behavior variable has a significance value of 0.522. The significance value of 0.522, which is greater than 0.05 ($0.522 > 0.05$), indicates a linear relationship between the two variables.

The heteroscedasticity test results using the Gjesjer method showed a significance value of 0.134. Since $0.134 > 0.05$, the problem of heteroscedasticity is not present.

The following table shows the categorization of the UMKM actors in Pantai Tlangoh based on the variable of tourism awareness and the variable of innovative work behavior.

Table 2. The Categorization of Tourism Awareness

Category	Formula	Frequency	Percentage
High	$63.8 \leq X$	7	20.6%
Medium	$52.4 \leq X < 63.8$	22	64.7%
Low	$X < 52.4$	5	14.7%
Total		34	100%

According to the table above, the majority of the research participants who are UMKM actors have moderate tourism awareness, which is 64.7%. This implies that most UMKM actors understand the significance of creating safety, order, cleanliness, coolness, attractiveness, friendliness and memorability so that tourists will decide to return in the future. UMKM actors also have the capacity to implement the above values in the businesses they run.

Table 3. Category of Innovative Work Behavior

Category	Formula	Frequency	Percentage
High	$91.5 \leq X$	5	14.7%
Medium	$72.5 \leq X < 91.5$	25	73.5%
Low	$X < 72.5$	4	11.8%
Total		34	100%

From the table above, it is clear that the majority of research participants who are UMKM actors, of 73.5%, have moderate innovative work behavior. This means that most of

them have adequate understanding of the need to improve the current work practices in order to offer the best products and services to their customers. UMKM actors also understand the importance of new ideas. They advocate them and are able to implement them to develop their business.

Based on simple linear regression results, the evidence of tourism awareness in innovative work behavior is present with a relatively strong correlation ($R = 0.628$; $p < 0.05$). This suggests that higher levels of tourism awareness are associated with higher levels of innovative work behavior, and vice versa.

Table 4. Anova Simple Linier Regression Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1182.319	1	1182.319	20.879	.000 ^b
	Residual	1812.064	32	56.627		
	Total	2994.382	33			

Accounting for 39.5% ($R^2=0.395$) of the variance, the tourism awareness variable is an important contributor to innovative work behavior. This evidence reflects that the remaining 60.5% is attributed to other factors.

Table. 5 Analysis of Regression

Model	R	R Square	Adjusted R Square
1	.628 ^a	.395	.376

After the collection of data on tourism awareness and innovative work behavior, the researchers discovered that there had been already a Tourism Awareness Group (Pokdarwis) in the tourism area of Tlangoh Beach. It was found that the beach tends to be crowded during the low tide season and quiet during the high tide season, according to a brief interview conducted on October 31, 2022. Moreover, the problem of littering and cleaning the beach needs further attention.

Discussion

Based on the gender of the participants in the research, it can be seen that 24 % of the respondents are male and 76 % are female. This data provides information that the majority of UMKM actors in the tourist area of Tlangoh Beach are women. In addition, the data on innovative work behavior shows that the UMKM operators in this tourism area are in the medium category. Agustina (2020) states that innovative behavior also has an impact on the success of women entrepreneurs. This can be interpreted that UMKM in Tlangoh Beach tourism, dominated by indigenous Madurese women, have sufficient entrepreneurial spirit.

All UMKM actors who participated in the research conducted in the Tlangoh Beach tourism area were within the productive working age range of 19-60 years old. Productive working age range based on Husodo (2021) is 15-64 years old.

According to Santrock (2012), individuals between the ages of 19 and 20 are considered to be in adolescence. This age range is defined as spanning from 10-12 years old to 21 years old. However, Bawono et al. (2020), the Head of the Adolescent Section of BKKBN (The National Population and Family Planning Board), stated that early marriages in Madura are evenly spread across four districts for both men and women. Therefore, the subjects of this study are already within the age of marriage. It is important to note that in early marriages, one of the spouses is under 18 years of age. UMKM actors in the Tlangoh tourism area have the potential for high motivation towards innovative work behavior for the development of their business. This is because even though they are still classified as teenagers, they are obliged to provide for their spouse and family.

Based on their educational background and gender, 50% of the UMKM actors in the Tlangoh Beach area are women with a elementary school education. However, this finding cannot be generalized to the entire female community around the Tlangoh area. This fact illustrates that many productive-aged women who work around Tlangoh have elementary school education backgrounds. Taking into account the above conditions, this section briefly describes the need to adjust the tourism development plan and its supporting sectors in the Tlangoh tourism area. It is important to ensure a harmonious relationship between planning and implementation in order to achieve success in the program.

Etikariena (2020) in her research indicates a positive relationship between educational background and innovative work behavior. Individual's educational experience provides the opportunities to develop and improve how they think and act. Thus, higher education indirectly leads to greater opportunities to acquire new work skills. According to the findings of this study, the majority of UMKM actors in Tlangoh Beach have an elementary school educational background. Therefore, it can be inferred that their experience, insight, and ability are sufficient to carry out innovative work behavior.

Based on the results of a simple regression analysis, the calculated F-value was 20.879 with a significance level of 0.000 (< 0.05), indicating that the hypothesis is accepted. This means that there is a conscious role of tourism in the innovative work behavior of UMKM actors at Tlangoh Beach. Therefore, it can also be said that tourism awareness contributes to realizing innovative work behavior among UMKM actors at Tlangoh Beach. The higher tourism awareness level gets, the greater the level of innovative work behavior of UMKM actors at Tlangoh Beach becomes.

Local communities in tourist areas have an important role to play together with the government and private sector to develop tourism (Dewi et al., 2013). Aulawi (2018) states that a greater amount of knowledge poses a positive influence on creativity, and creativity has a significant impact on innovation capabilities. Pratiwi (2020) shows that the community plays a crucial role in the success of tourism development, particularly in creating awareness among tourists. This means that knowledge among SME actors who have tourism awareness can enhance innovative work behavior and creativity in managing their businesses.

The contribution of tourism awareness to innovative work behavior is 39.5%. Human factors, leadership, and organizational structure are the three factors that encourage the

innovative behavior. Human factors function as a supporting factor of innovation (Ancok, 2012). That means tourism awareness belongs to a human factor that supports innovative work behavior. The understanding of tourism awareness includes knowledge and implementation, which are important concepts for the improvement of tourism. Awareness can be defined as knowledge acquired through personal perception or through information tools (van Niekerk & Saayman, 2013).

In this case, tourism awareness is described as a form of community awareness to actively participate in existing tourism activities. In their study, Marisyah and Amanah (Fauziah & Nasdian, 2021) argue that the internal factor influencing the community participation in tourism development is the length of stay. The longer a person stays in a place, the stronger their sense of ownership and belonging to the environment, leading to a desire to preserve and maintain the surrounding area.

The participation of all members of the community is necessary to promote a conducive environment and the development of tourism in a region, which is a manifestation of tourism awareness (Antimova et al., 2012). Community participation can be divided into three main groups. The first participation is public sphere which deals with public policies and is generally closely related to the main government structures and systems. Then, participation in the social sphere which refers to involvement with the structure and systems of society outside of formal government affairs. This type of participation is concerned with empowering communities in general. Last, participation in the individual sphere which aims at the sustainability of the individual unit rather than the benefit of society at large. Participation can be done by every member of the community in a participatory (direct and active) or non-participatory (passive or indirect) manner (Antimova et al., 2012).

Meanwhile, the remaining 60.5% is influenced by other factors outside of tourism awareness. Self-efficacy and capability have a positive impact on innovative work behavior (Berliana & Arsanti, 2018; Momeni et al., 2014). Individuals who continue to learn and develop their abilities can become more skilled and positively shape their work behaviors. In addition, those who are more confident in their capabilities are more prepared to experiment through their innovative work behavior implementation in their work environment.

As stated by Asbari et al. (2019), transformational leadership has a positive influence on innovative work behavior. According to Rafsanjani (2019), a transformational leader is a charismatic leader who plays a central and strategic role in achieving the organization's goals. They have the ability to align the future vision with their subordinates and motivate them to take on more responsibility than they expect. In other words, innovative work behavior of UMKM actors in Tlangoh Beach tourism will take place if the leaders of this tourism area management adopt transformational leadership model.

At Nglanggeran Tourism Village - Gunung Kidul, the implementation of Tourism Awareness is carried out through three strategies: awareness-raising, capacity building, and empowerment. Awareness-raising on tourism is applied through socialization to the community. Capacity building is done through training and mentoring on tourism village management, as well as the formation of Tourism Awareness Groups. Empowerment is given

to communities that have the capacity to achieve independence. The Nglanggeran tourist village has received significant support for the development of tourism facilities and businesses from various parties. This strategy has successfully improved the local economy and the revenue of Gunung Kidul (Wahyuni, 2018).

With regard to beach tourism at Tlangoh, it is revealed that there has already been a Pokdarwis in the tourist area. However, more attention should be given to the issue of cleanliness and the condition of the beach, which tends to be empty of visitors during high tide season. Alternative facilities should be provided to attract visitors. The awareness to keep environment clean is the cleanliness value of tourism awareness.

In addition, the alternative replacement facilities featured at high tide represents the value of memories, which is another specialty to attract more tourists to return. This awareness also encourages UMKM actors to innovate both individually and as part of Pokdarwis (the Tourism Awareness Group) in the context of tourism development.

Conclusion

This study reveals how tourism awareness affects the innovative work behavior of UMKM actors at Tlangoh Beach in Bangkalan. It is essential for them to be more aware of the benefits of tourism in order to promote their innovative work behavior. The results suggested that a higher level of tourism awareness is significantly linked to a higher level of innovative work behavior among UMKM actors.

The correlation coefficient (r) of 0.628 indicates that there is a strong correlation between tourism awareness and innovative work behavior. The contribution of tourism awareness to innovative work behavior is 39.5%, while the remaining 60.5% is influenced by other factors.

Suggestion

Considering the significant role of tourism awareness in promoting innovative work behavior among UMKM actors in the Tlangoh tourism area, it is necessary for them to maintain their tourism awareness. This will enable their businesses to survive and continue to grow.

For future researchers who are interested in conducting similar studies, it is recommended that a pre-study trial be conducted in order to improve the validity and reliability of the measurement instrument that will be used in the study. This is crucial if the measuring instrument will be used to study the role of tourism awareness on innovative work behavior in other tourism areas, either in Bangkalan or in other areas.

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