

Model Of Developing Organic Rice Processing With Milk As Culinary Tourism Attraction

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Abstract

People are starting to realize and implement a healthy lifestyle by consuming various types of nutritious foods. Indonesia has a variety of main food ingredients that are widely found and consumed by the community such as cassava, sweet potatoes, and corn. This is in line with the increasing consumption of organic rice because it is free from chemicals and has a high nutritional content. Sidan Tourism Village has the potential to develop traditional food/food typical of Gianyar Regency made from rice or processed rice, namely topot, nasi tepeng, tipat koples, nasi sela, rempeyek, jaja buntilan, and jaja matahari. Mentik Susu organic rice processed as one of the culinary tourism attractions is a conceptual model design based on the development objective of creating opportunities for tourism development in Gianyar Regency. Interpretive Structural Modeling (ISM) through the experts' choice approach is determined as the research method, with the role of 15 experts in it. The results of the study show that the model designed based on six elements is as follows: 1) Strategy related to program objectives, 2) Strategy related to program needs, 3) Strategy related to sectors affected by the program, 4) Strategy related to program constraints, 5) Strategy related to changes possible in the implementation of the revitalization program, and 6) Strategy related to institutions involved in the revitalization program policy.

Keywords: Model, development, processing, rice, Mentik Susu.

INTRODUCTION

The development of agriculture is also followed by the development of tourism in Indonesia. In addition to agriculture, the tourism sector has made a significant contribution to the economy of Indonesia, especially in the Province of Bali. As one of the world's tourist destinations, the Province of Bali has an operational concept of tourism in terms of nature and culture. This concept is indeed the spirit of Balinese tourism. This concept has been stated in the Bali Provincial Regulation Number 2 of 2012 concerning Balinese Cultural Tourism. However, at present, the culture that is shown is only limited to physical culture in the form of local culinary products, art performances, art crafts, carvings, paintings, and sacred buildings. Traditional Balinese food as culinary tourism or tourist attractions is related to regional specialties, one of which is traditional Gianyar food through the Sidan Tourism Village, Gianyar District, which is made from "Mentik Susu" Organic Rice. Sidan Tourism Village makes Mentik Susu organic rice its mainstay product. Processed products from Mentik Susu organic rice can be used as staple foods for traditional foods typical of Sidan Tourism Village, both in the form of main dishes and traditional snacks. Sidan Tourism Village has just introduced a new traditional food, namely Nasi Ayam Campur. The location of Sidan Tourism Village is in Gianyar District, Gianyar Regency, precisely located on the border of Bangli Regency and Gianyar Regency. Tourists and domestic tourists who want to go to Bangli Regency often pass through Sidan Tourism Village. Therefore, research on the development strategy for Mentik

Susu organic rice processing is relevant to be studied in more depth so that it can be determined as one of the culinary tourism attractions in Bali Province, precisely in Gianyar Regency. The purpose of this research is to compile and plan the Development Model for Organic Mentik Susu Rice Processing as a Culinary Tourism Attraction in Sidan Tourism Village.

LITERATURE REVIEW

Organic Rice

Organic rice is known as rice that is very safe and healthy for consumption by all groups, from toddlers to the elderly because it is free from dyes, pesticides, and various other types of chemicals. Indonesia has organic rice with several advantages contained therein, namely long-lasting in storage, fragrant or fragrant aroma, and a more delicious taste because the soil structure is adequate. The content of protein, carbohydrates and glucose that are easily broken down, high mineral and nutrient content, is very good and safe to prevent several diseases and can be consumed by individuals who are on a weight loss program, diabetes, minimizing the risk of gout, heart disease, cancer, vertigo, obesity, autism, and high blood pressure. Foods that contain hazardous chemicals will stay away from individuals who consume organic rice. Although conventionally cultivated rice has a more attractive appearance than organic rice, organic rice has many advantages such as it tastes sweet when cooked, is soft, and fragrant.

System Thinking

A system is a working system formed from various elements that work in an integrated manner to produce the desired output and results. The systems approach is used to find problems, analyze them and find solutions amidst the complexity and reality of everyday life (Eriyatno & Larasati, 2013). Systems thinking is a holistic, comprehensive and integrated way of thinking to formulate problems and produce solutions that are following expectations (Wiranatha & Suryawardani, 2019).

Thinking systematically is very effective in solving complex/complicated problems into a number of coordinated and systematic components (Senge, 1997). There are three characteristics in the thinking system as follows.

- a. Goal-oriented, meaning to achieve the desired goals and creativity to create innovative solutions.
- b. Holistic, having a broad perspective as the basis for the idea of the system as a whole.
- c. Effective, placing priority on scientific, conceptual, and implementable results (Eriyatno & Larasati, 2013).

In this study, system thinking is a reference in designing a strategy to revitalize the Gianyar People's Market into a Healthy Market Based on Indonesian National Standards (SNI) and Balinese Cultural Tourism.

Interpretive Structural Modeling (ISM)

ISM (Interpretive Structural Modeling) is understood as a computerized method in transforming unstructured elements into structured and systematic models in a system that describes contextual relationships between variables holistically, integrated and in-depth (comprehension) (Wiranatha & Suryawardani, 2019). Attri & Sharma (2013) identified ISM as a process that can facilitate individual understanding of a number of things that are not or have not been understood more clearly. ISM is an interactive learning process about unstructured elements into a comprehensive systematic model. Attri & Sharma (2013) explained that the resulting model describes complex problems that are designed in a picture or model that describes the relationship between interrelated elements.

ISM comes from elementary graph theory through structured and systematic applications, so that it is able to have conceptual, theoretical advantages, and computational benefits, namely to describe or explain conceptual correlations between elements. ISM is understood as a digraph representation (directed graphic) of classification and correlation of complex or complicated problem elements in a systematic series (Darmawan, 2017). In this study, the approach with the Interpretive Structural Modeling (ISM) method follows the three studies above, namely using 6 (six). Elements with the reason that the six elements are considered to represent the components that must be considered in designing a holistic, comprehensive and integrated model. The difference lies in the sub-elements used which are adjusted to

the research objectives related to the Development of Organic Mentik Susu Rice Processing as a Culinary Tourism Attraction.

RESEARCH METHOD

Research Location and Time

The research was conducted in Sidan Tourism Village. The determination of this location is based on the consideration that Sidan Tourism Village is a Tourism Village that cultivates organic rice varieties Mentik Susu. The research was carried out for 3 months, starting from March 2023 to December 2023.

Experts

The source of information in this study is experts through FGD (Focus Group Discussion). There are no provisions in determining the number of experts as long as the experts understand the problems to be solved and understand the causal relationship between sub-elements related to research on the Gianyar People's Market. Regarding the number of experts, this study refers to the opinions of Attri et. al. (2013), Saaty (2008), Suryawardani & Wiranatha (2016) and Darmawan (2017) namely that there are no provisions in the number of experts who understand the causal relationship in research. In this study, the experts are community leaders, academics and government officials who understand the processing of organic mentik susu rice and understand the causal relationship related to research.

Data Analysis

Each element is divided into sub-elements that have a contextual correlation (contextual relationship) between one another related to the development model of organic mentik susu rice processing as a culinary tourism attraction. The contextual relationship between elements can be seen in Table 1.

Table 1 Elements and Contextual Relationships Between Sub-Elements in Designing Development Models

Element	Contextual Relationships
1. 1. Program objectives (G) _i	G ⁱ contributes to the achievement of G ^j
2. 2. Program needs (N) _i	N ⁱ supports N ^j
3. 3. Community sectors affected by the program (S) _i	S ⁱ influences S ^j
4. 4. Program constraints (K) _i	K ⁱ causes K ^j
5. 5. Possible changes in the program (M) _i	M ⁱ causes M ^j
6. 6. Institutions involved in program policies (L) _i	L ⁱ supports L ^j

$$I_j=1,2,3,\dots (I_j \leq 10)$$

RESULTS AND DISCUSSION

The elements of the Objectives of the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction in Sidan Tourism Village are divided into 6 sub-elements. From the results of the ISM analysis, the Hierarchical Structure of the Program Objective Elements is obtained which can be observed in Figure 1.

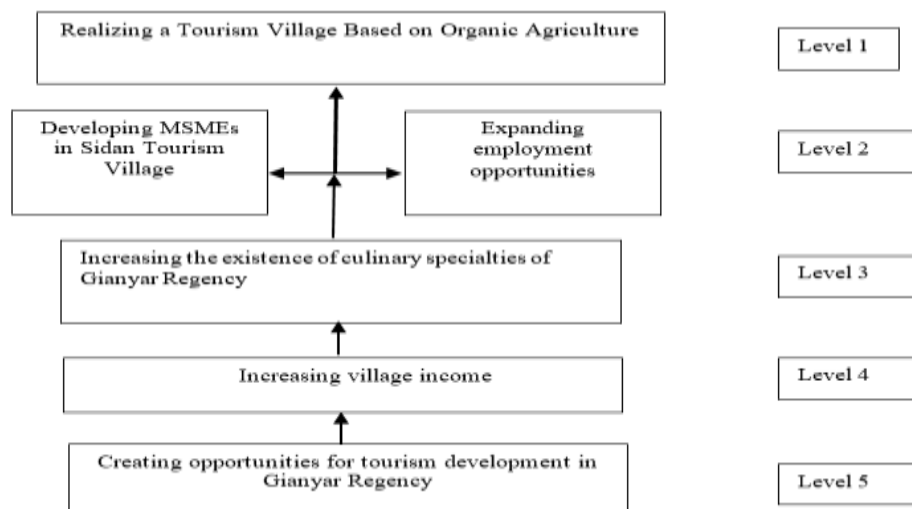


Figure 1. Hierarchical structure of the program objective sub-elements

In the program objective element, there is a sub-element hierarchy structure that can be described as: There are 6 (six) sub-elements in the program objective element. Based on the results of the analysis through ISM, the six sub-elements are divided or distributed into 5 levels. The implementation of the ISM results related to the Program Objective Element is as follows. The sub-element at Level 1 which consists of realizing having an Organic Farming-Based Tourism Village has a low influence. To achieve the Program Objective target, it must be driven by the sub-element at Level 2, namely developing MSMEs in Sidan Tourism Village and expanding employment opportunities. Level 2 in the sub-element can be achieved if it is driven or supported by the sub-elements at Level 3 and 4, namely increasing the existence of culinary specialties of Gianyar Regency (level 3) and increasing village income (level 4). Level 3 can be optimally achieved if supported by Level 5 in the sub-element, namely creating opportunities for tourism development in Gianyar Regency. The results obtained from this study show that the sub-elements are able to create opportunities for tourism development in Gianyar Regency which has a major impact on the success of developing Mentik Susu organic rice processing, which can actually be a focus for achieving program objectives.

The Need for a Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction

The Need Elements of the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction in Sidan Tourism Village are divided into 7 sub-elements. From the results of the ISM analysis, the Hierarchical Structure of the Program Need Elements is obtained which can be observed in Figure 2.

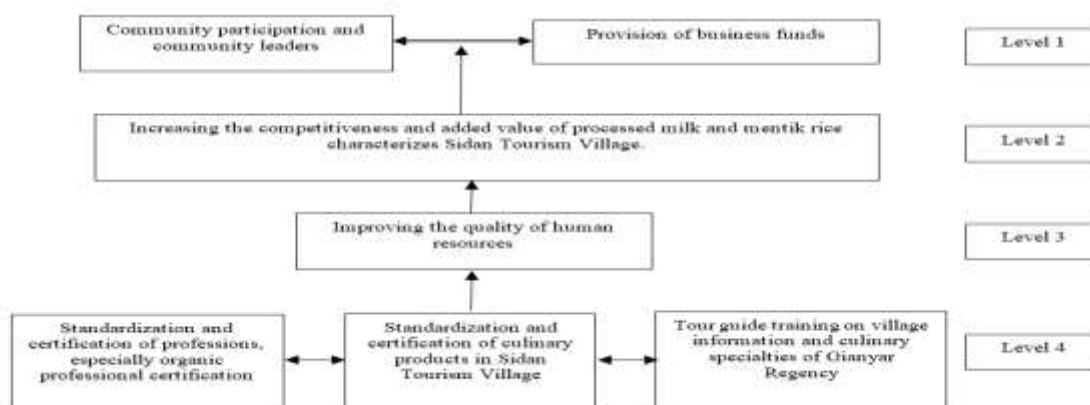


Figure 2. Hierarchical Structure of Program Needs Sub-Elements

In the program needs element, there is a sub-element hierarchy structure that can be described as: There are 7 (seven) sub-elements in the program needs element. Based on the results of the analysis through ISM, the seven sub-elements are divided or distributed into 4 levels.

The implementation of the ISM results related to the Program Needs Element is as follows. The sub-element at Level 1 consisting of the participation of community leaders and other communities included in the provision of business funds has a low influence. To achieve the program needs target, it must be driven by the sub-element at Level 2, namely increasing the competitiveness and added value of processed organic Mentik Susu rice which symbolizes Sidan Tourism Village. The sub-element at Level 2 can be achieved if it is driven or supported by the sub-element at Level 3, namely improving the quality of human resources (level 3). Level 3 can be optimally achieved if supported by Level 4 in the sub-element, namely tour guide training related to typical culinary and village information in Gianyar Regency, professional certification, especially organic professions and standardization, and certification and standardization of culinary products in Sidan Tourism Village.

The results obtained from this study show that the sub-elements of tour guide training related to typical culinary and village information in Gianyar Regency, professional certification, especially organic profession and standardization, as well as certification and standardization of culinary products in Sidan Tourism Village have a major impact on the success of developing Mentik Susu organic rice processing, which can actually be a focus for achieving program needs.

Sectors Affected by the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction

The Need Elements of the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction in Sidan Tourism Village are divided into 4 sub-elements. From the results of the ISM analysis, the Hierarchical Structure of the Sector Elements Affected by the Program is obtained which can be observed in Figure 3.

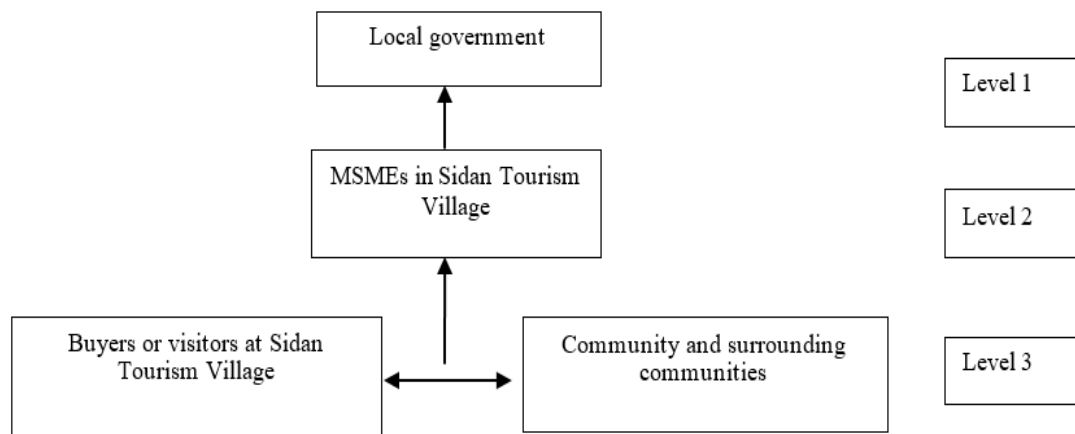


Figure 3. Hierarchical Structure of Sub-Elements of Sectors Affected by the Program

In the sector elements affected by the program, there is a sub-element hierarchy structure that can be described as: There are 4 (four) sub-elements in the sector elements affected by the program. Based on the results of the analysis through ISM, the four sub-elements are divided or distributed into 3 levels.

The implementation of the ISM results related to the sector elements affected by the program is as follows. The sub-element at Level 1 consisting of the Regional Government has a low influence. To achieve the target of the community sector affected by the program, it must be driven by the sub-element at Level 2, namely MSMEs in Sidan Tourism Village. The sub-element at Level 2 can be achieved if it is driven or supported by the sub-element at Level 3, namely buyers or visitors in Sidan Tourism Village and the wider community.

The results obtained from this study show that the sub-element of buyers or visitors in Sidan Tourism Village and the wider community has a major impact on the success of the development of Mentik Susu organic rice processing.

Obstacles to the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction

Constraint Elements of the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction in Sidan Tourism Village are divided into 5 sub-elements.

From the results of the ISM analysis, the Hierarchical Structure of the Program Constraint Elements is obtained which can be observed in Figure 4.

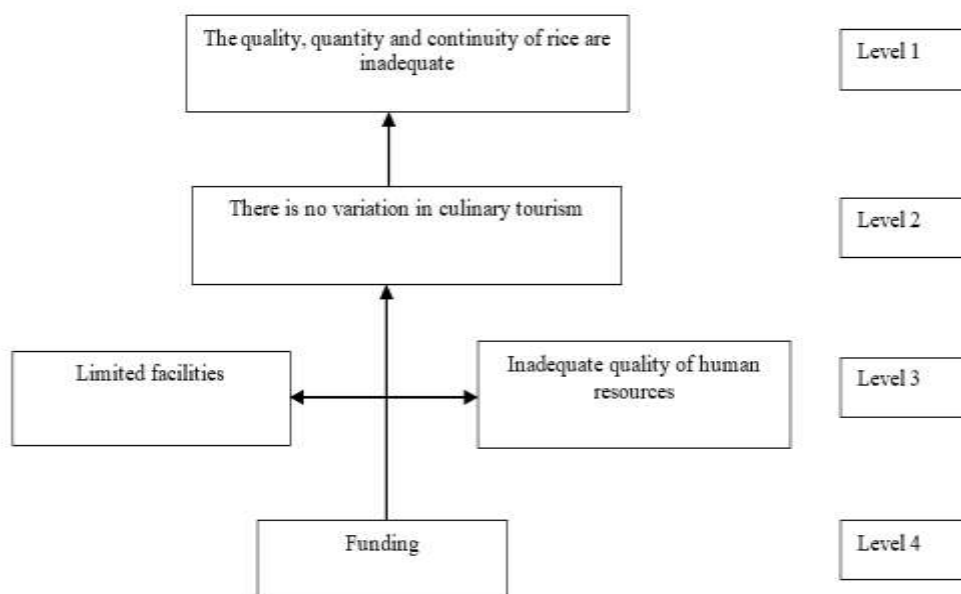


Figure 4. Hierarchical Structure of Sub-Elements of Community Sectors Affected by the Program

In the community sector elements affected by the program, there is a sub-element hierarchy structure that can be described as: There are 5 (five) sub-elements in the community sector elements affected by the program. Based on the results of the analysis through ISM, the four sub-elements are divided or distributed into 4 levels.

The implementation of the ISM results related to the Program Needs Element is as follows. The sub-elements at Level 1 consisting of Quality, quantity and continuity of inadequate rice have a low influence. To achieve the program's needs targets, it must be driven by sub-elements at Level 2, namely the absence of culinary tourism variations. Sub-elements at Level 2 can be achieved if driven or supported by sub-elements at Level 3, namely b. Limited facilities and adequate human resource quality. Level 3 can be optimally achieved if supported by level 4 in the sub-element, namely funding.

The results obtained from this study show that the funding sub-element has a major influence on the success of the development of Mentik Susu organic rice processing.

Possible changes in the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction

The Possible Change Elements of the Mentik Susu Organic Rice Processing Development Program as a Culinary Tourism Attraction in Sidan Tourism Village are divided into 8 sub-elements. From the results of the ISM analysis, the Hierarchical Structure of the Possible Change Elements of the Program is obtained, which can be observed in Figure 5.

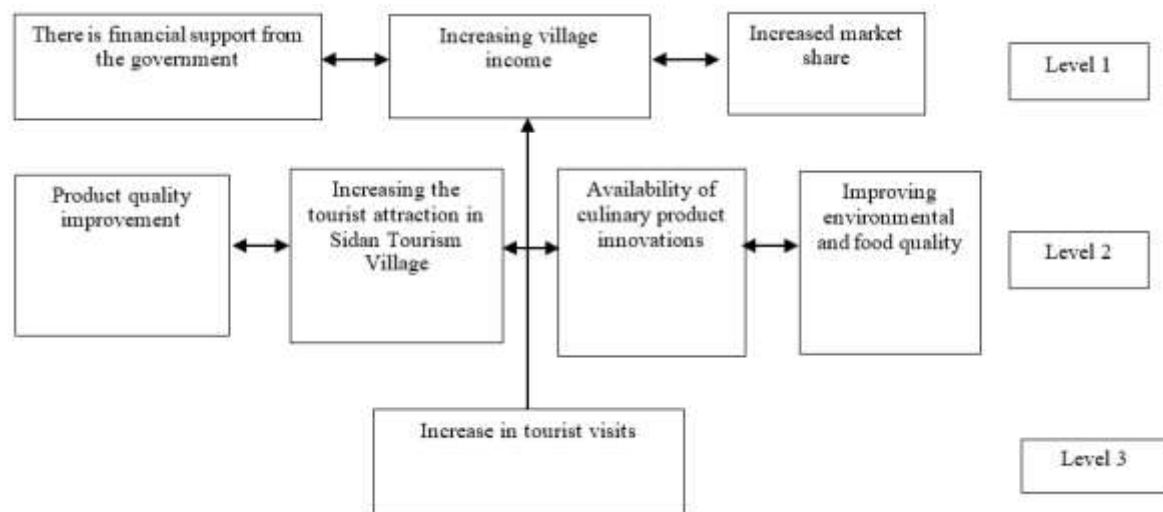


Figure 5. Hierarchical Structure of the Sub-Elements of Possible Changes in the Program

In the program's possible change elements, there is a sub-element hierarchy structure that can be described as follows: There are 8 (eight) sub-elements in the community sector elements affected by the program. Based on the results of the analysis through ISM, the eight sub-elements are divided or distributed into 3 levels.

The implementation of the ISM results related to the Program's Possible Change Elements is as follows. The sub-elements at Level 1 consisting of Government funding support, Increasing village income, and Increasing market share have a low influence. To achieve the program's target needs, it must be driven by sub-elements at Level 2, namely Increasing product quality, Increasing tourist attractions in Sidan village, Availability of culinary product innovations and Increasing environmental and food quality. Sub-elements at Level 2 can be achieved if driven or supported by sub-elements at Level 3, namely Increasing tourist visits.

The results obtained from this study show that the sub-element of increasing tourist visits has a major influence on the success of the development of Mentik Susu organic rice processing, which can actually be a focus for achieving changes made possible by the program.

Institutions involved in the Mentik Susu Organic Rice Processing Development Program policy as a Culinary Tourism Attraction

The institutional elements involved in the Mentik Susu Organic Rice Processing Development Program policy as a Culinary Tourism Attraction in Sidan Tourism Village are divided into 12 sub-elements. From the results of the ISM analysis, the Hierarchical Structure of Institutional Elements that play a role in the Program policy is obtained, which can be observed in Figure 6.

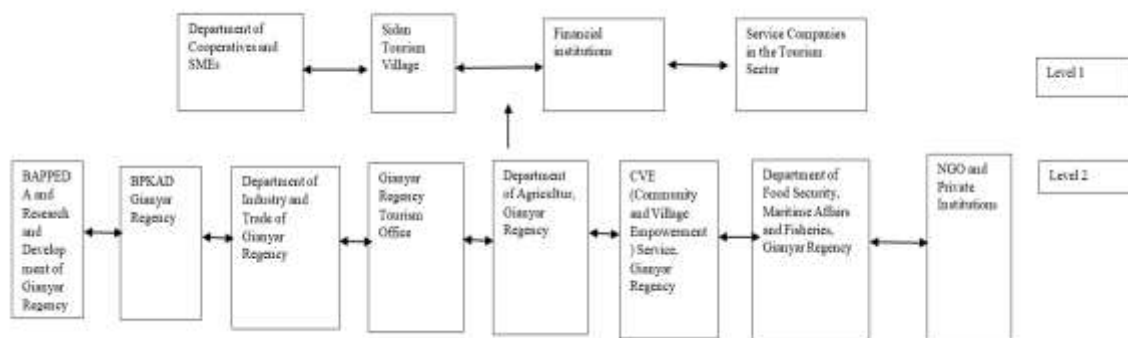


Figure 6. Hierarchical Structure of Sub-Elements of Institutions Involved in Program Policy

In the institutional elements involved in the program policy, there is a sub-element hierarchy structure that can be described as: There are 12 (twelve) sub-elements in the institutional elements involved in the program policy. Based on the results of the analysis through ISM, the twelve sub-elements are divided or distributed into 2 levels.

The implementation of the ISM results related to the Institutional Elements Involved in the Program Policy is as follows. Sub-elements at Level 1 consisting of the Community and Village Empowerment Service (PMD) of Gianyar Regency, Sidan Tourism Village, Financial Institutions, and Service Companies in the tourism sector. To achieve the program target, it must be driven by sub-elements at Level 2, namely Bappeda and Litbang of Gianyar Regency, BPKAD of Gianyar Regency, Department of Industry and Trade of Gianyar Regency, Department of Cooperatives and UMKM of Gianyar Regency, Department of Tourism of Gianyar Regency, Department of Agriculture of Gianyar Regency, Department of Food Security, Marine Affairs and Fisheries of Gianyar Regency, and NGOs and Private Institutions.

Each sub-element that is at the highest driver power is a key sub-element of the Development of Organic Mentik Susu Rice Processing as a Culinary Tourism Attraction. The key sub-elements in each element can be seen in Table 2.

Table 2 Key Sub-Elements for the Development of Mentik Susu Organic Rice as a Culinary Tourism Attraction in Sidan Tourism Village

No	Element	Key Sub-Elements
1	Program Objectives	Creating opportunities for tourism development in Gianyar Regency
2	Program Needs	<ul style="list-style-type: none"> - Tour guide training related to typical culinary and village information in Gianyar Regency - Certification and standardization of culinary products in Sidan Tourism Village - Standardization and certification of professions, especially organic profession certification
3	Communities Affected by the Program	<ul style="list-style-type: none"> - The community and the surrounding community of the village - Buyers or visitors to Sidan Tourism Village
4	Program Constraints	Funding
5	Changes Possible for the Program	Increasing tourist visits
6	Agencies Involved in Program Policy	<ul style="list-style-type: none"> - BAPPEDA and LITBANG of Gianyar Regency, - BPKAD of Gianyar Regency, - Tourism Office of Gianyar Regency, - Industry and Trade Office of Gianyar Regency, - Food Security, Maritime Affairs, and Fisheries Office of Gianyar Regency, - Agriculture Office of Gianyar Regency, Community and Village Empowerment Office (PMD) of Gianyar Regency - NGOs and Private Institutions

Conceptual Model of Mentik Susu Organic Rice Development as a Culinary Tourism Attraction in Sidan Tourism Village

Development of Organic Mentik Susu Rice as a Culinary Tourism Attraction in Sidan Tourism Village will create a conceptual model based on the results of Interpretive Structural Modeling (ISM). Each

element is divided into a number of sub-elements, which are analyzed using the ISM method. Based on the results of the ISM analysis process, sub-elements are obtained which are the main sub-elements in all elements which are then used in designing a conceptual model that can be seen in Figure 7. From the conceptual model, it can be explained as follows:

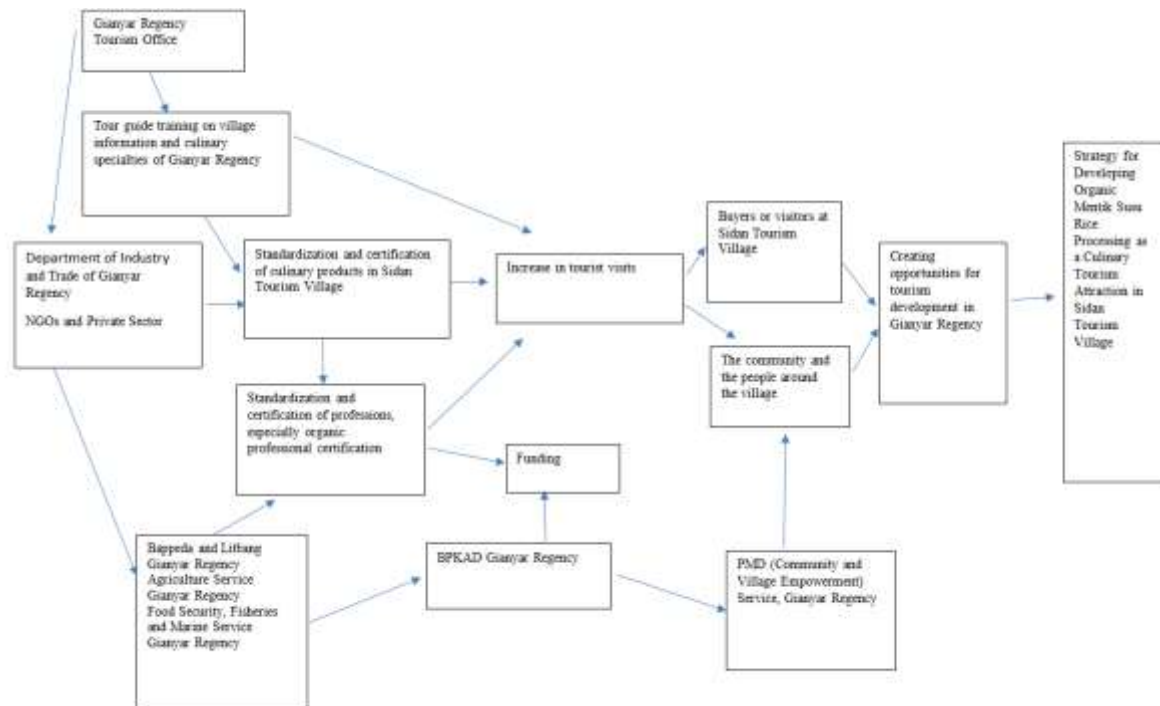


Figure 7. Conceptual Model of Development of Organic Rice Processing Mentik Susu as a Culinary Tourism Attraction in Sidan Tourism Village

The purpose of developing Mentik Susu organic rice processing as a culinary tourism attraction based on ISM analysis is to create opportunities for tourism development in Gianyar Regency. This goal is the focus of attention in developing Mentik Susu organic rice processing. In implementing the development program, the community groups that will be affected by the program are 1) the community and the community around the village, and 2) Buyers or visitors in Sidan Tourism Village.

In order to achieve the development goals, the program needs that must be met are: 1) Tour guide training related to typical culinary and village information in Gianyar Regency, 2) Certification and standardization of culinary products in Gianyar Regency, and 3) Standardization and certification of professions, especially organic profession certification. The above things should be focused on to achieve the revitalization goals.

The implementation of the development program involves institutions involved in the creation, implementation and evaluation of the Revitalization Program Policy, namely: 1) Bappeda and Litbang of Gianyar Regency and BAKD (Regional Financial and Asset Management Agency, 2) Industry and Trade Office of Gianyar Regency, 3) Agriculture Office of Gianyar Regency, 4) Tourism Office of Gianyar Regency, 5) Food Security, Marine Affairs and Fisheries Office of Gianyar Regency, 6) Community and Village Empowerment Office (PMD) of Gianyar Regency, and 7) NGOs and Private Institutions. Good coordination between the above institutions is believed to be able to support the success of the Mentik Susu organic rice processing development program as a Culinary Tourism Attraction.

The role of each institution can be described as follows:

- 1) The role of the Gianyar Regency Industry and Trade Service and the Gianyar Regency Bappeda in collaboration with NGOs and the private sector is in terms of certification and standardization of

culinary products in Sidan Tourism Village. The service provides guidance to Sidan Tourism Village which aims to provide PIRT standards and labels for culinary products sold as food or souvenirs typical of Sidan Tourism Village. Success in this guidance will have implications for buyer and visitor satisfaction and an increase in the number of visitors.

- 2) The role of the Agriculture Service, the Food Security, Marine and Fisheries Service is in terms of certification and standardization of professions, especially organic professional certification. This will have implications for buyer and visitor satisfaction. Buyers are satisfied with the price paid. Satisfaction will also be felt by farmers because they can release the appropriate price so that they can feel better benefits in producing marketed products.
- 3) The role of the BPKAD Service is in providing funding for every program need that is carried out. BPKAD is tasked with formulating technical policies in the field of asset management and regional finance, namely regional assets, verification and accounting, spending, and budgeting.
- 4) The role of the PMD (Community and Village Empowerment) Service is to empower villages and their communities with regard to empowering community institutions and empowering rural economic enterprises namely empowering communities and villages with regard to empowering rural economic enterprises and empowering community institutions.
- 5) The role of the tourism service is to implement tour guide training regarding the topic of typical culinary and village information in Gianyar Regency, so that tour guides can provide accurate information to visitors or buyers about villages and typical culinary in Gianyar Regency.

The obstacle faced is funding. This obstacle is the focus of attention in the development of Mentik Susu organic rice processing. After the program objectives are achieved, it is hoped that there will be a change, namely an increase in tourist visits. The development of Mentik Susu organic rice processing as a culinary tourism attraction will be achieved if all the desired changes can be met, so attention must be focused on these things.

CONCLUSION

Organic Mentik Susu rice processing developed as one of the culinary tourism attractions into a conceptual model design based on the development objective, namely creating opportunities for tourism development in Gianyar Regency. In implementing the development program, the community groups that will be affected by the program are the community and the community around the village, and buyers or visitors to Sidan Tourism Village. Tour guide training related to typical culinary and village information in Gianyar Regency, professional certification, especially organic professions and standardization are carried out for the implementation of program needs. So as to achieve the desired change, namely increasing tourist visits. The obstacles faced, namely funding, are expected to be overcome through coordination between: 1) Bappeda and Litbang Gianyar Regency and BKAD (Regional Financial and Asset Management Agency); 2) Industry and Trade Office of Gianyar Regency; 3) Agriculture Office of Gianyar Regency; 4) Tourism Office of Gianyar Regency; 5) Food Security, Maritime Affairs and Fisheries Office of Gianyar Regency; 6) PMD (Community and Village Empowerment) Office of Gianyar Regency; and 7) NGOs and Private Institutions.

Suggestions

Further research is needed related to a number of priority strategies that should be implemented through the application of the Analytical Hierarchy Process (AHP) method.

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