Agro Tourism Objects Development as Effort Relieving Poverty During COVID-19 Pandemic

Yohanes Boni
Faculty of Economics and Business, Universitas Halu Oleo, Indonesia
Corresponding author email: boniyohanes472@gmail.com

Abstract--- *This research was carried out in Sorawolio District at the end of 2020. The problems of agro tourism in Sorawolio District are low productivity and competitiveness due to not optimal utilization of the potential of agro-tourism resources, not yet integrated production system. The results of the CPI analysis show superior agro tourism objects that have the capacity to absorb labor and increase income during the covid 19 pandemic: (1) Samparona pine forest tourism object, employment variable 687, community income 714, accessibility and supporting facilities 509, and object attraction tourism 746. (2) Samparona waterfall tourism object, employment variable 687, community income 781, accessibility and supporting facilities 509, and tourist attraction 972. (3) Food crop agriculture, employment variable 899, community income 775, tourist attraction 1,097, production and sales 878, and marketing model 955. (4) Home industry, employment variable 699, community income 735, tourist attraction 853, production and sales 759, and model marketing 777. (5) Livestock, employment variables 539, community income 641, tourist attraction 409, production and sales 686, and marketing model 705. Agro tourism objects contribute to labor absorption, increase income and reduce poverty, especially during the COVID-19 pandemic on an ongoing basis in Sorawolio District.*

Keywords--- *COVID 19, development, increased income, labor absorption, pandemic, tourism objects*

Introduction

The coronavirus pandemic (COVID-19) infects various lines of life, ranging from the health, economic, and even social sectors. As a result of the COVID-19 pandemic, Indonesia's economic growth in the second quarter of 2020 was minus 5.32%. From the employment sector, this has resulted in the termination of employment (PHK). The number of poor people in Indonesia in 2020 reached 27.55 million people, an increase of 2.76 million people compared to 2019. There were 1.13 million additional poor people in 2020 or 10.19 percent of the total population of Indonesia. The COVID-19 pandemic has an impact on poverty through employment, as many as 29.12 million people or 14.28 percent of the total working-age population. Of this total, 2.56 million people are unemployed, while 1.77 million are temporarily out of work. In addition, 24.03 million people work with reduced working hours (Kim & Su, 2020; Craft et al., 1996; Thesleff & Sharpe, 1997). The increase in the number of unemployed due to layoffs indicates a decrease in people's income and an increase in the number of poor people (Aghion & Bolton, 1997; Meizannur & Wulandari, 2015).

The phenomenon of poverty and unemployment is experienced in Sorawolio District. The increase in unemployment and poverty is since people who have experienced layoffs (PHK) in several cities in Southeast Sulawesi Province return to Sorawolio District without having a job or source of income. One of the strategies of the government and the people of Sorawolio District in tackling poverty and unemployment is to develop community-based agro-tourism objects. This policy strategy is expected to accelerate economic recovery due to the COVID-19 pandemic which can provide more job opportunities so that many residents of Sorawolio District get out of poverty. The design of the agro-tourism development plan is based on regional typology, local wisdom, food plant resources, pine forests, and waterfalls. The agro-tourism development model is based on the values of needs, initiatives, and opportunities to increase local people's income and the preservation of environmental resources. Economic empowerment of the residents of Sorawolio District is based on the potential of local resources, strengthening community institutions, interconnectivity between stakeholders and between business actors, and developing

agricultural commodities. With Community Development, community independence will be created, so that they can solve problems and meet their needs based on the potential of Sorawolio District resources (Arifin, 2005; Pratasa, 2019; Budiharsono, 1989).

The development of agro-tourism objects is carried out in several integrated areas such as agricultural production centers, pine forests, and waterfalls in Sorawolio District. Thus the tourism object in Sorawolio District is an area specifically designated for the development of superior agricultural commodities, as well as collaboration with the development of pine forest tourism objects and several waterfalls such as Samparona waterfall and walnut waterfall (Lindsay et al., 2002; Cantor et al., 2004; Sandler et al., 1999). The ecotourism nuance that is very beneficial to the people of Sorawolio District through the development of agricultural commodities, pine forests, and waterfalls attracts private interest in synergizing with local communities to develop agro-tourism objects to be developed sustainably in the long term in Sorawolio District.

Sorawolio sub-district agro-tourism objects have a backward linkage that spurs economic growth through increasing the productivity of superior food crops, developing pine forest tourism objects, and the Samparona waterfall. This condition will increase people's productivity and income so that they can gradually solve the problem of poverty and reduce unemployment. Forward linkage will spur the growth of the agricultural input supply industry and at the same time encourage the growth and development of the agricultural product processing industry and the culinary industry which creates a multiplier effect, thereby increasing sustainable economic growth in Sorawolio District (Bezemer & Headey, 2008; Byerlee et al., 2005; DeVellis, 2003).

Concepts and Approaches

The concept used is the concept of growth and welfare. The growth concept states that an increase in investment will increase income or output through a short-run or long-run multiplier process. The concept of welfare states that the policies adopted by the government are considered appropriate if the target community receives greater benefits (better off) than the losses incurred (worse off) (Boni et al., 2020). The approach used in the development of agro-tourism objects in Sorawolio District, Baubau City is; (i) an observational technical approach, (ii) a participatory approach, (iii) a collaborative approach, and (iv) a sustainable approach (Gemmell et al., 2000; Sugiama, 2013; Tetro, 2020).

Research Methods

The analysis of the development of agro tourism in Sorawolio District uses the CPI method or the Comparative Performance Index (Marimin, 2004). With the following formula:

$$A_{ij} = X_{ij} \text{ (min) x 100/ } X_{ij} \text{ (min)}$$
$$A_{(i+1,j)} = (X_1 + 1_{,j})/ X_{ij} \text{ (min) x 100}$$
$$I_p = A_{ij} \text{ x } P_j$$

Information:
A_i = the value of the i-th alternative on the j-th criterion
X_{ij} (min) = the i-th alternative value at the j-th minimum initial criteria
$A_{(i+1,j)}$ = i-th alternative value + 1 at the j initial criteria
$(X_1 + 1_{,j})$ = i-th alternative value + 1 at the j initial criteria
P_j = weight of importance criteria j
I_{ij} = index of the I-th alternative
I = 1, 2, 3, …. n
J = 1, 2, 3, ….m

Research Result

Results of focus group discussion (FGD)

The results of the Focus Group Discussion (FGD) show: (a) the land for farming is very fertile, (b) the land for farming has not been optimally processed is still wide, (c) has the potential for developing a culinary industry based on local wisdom, d) has the potential for developing a home industry households, (e) the work ethic of the population is high and (f) the location of the area is very strategic in accessing information, resources and marketing of agricultural products and home industries. Factors influencing the development of agro-tourism objects are (1) Availability of human resources who have the creativity to provide, package, and present pleasant tour packages and skilled tour guides selling tourism products. (2) Natural resources and the environment of pine forests, waterfalls are highly preserved and their beauty is the basic capital for the development of agro-tourism objects. (3) Promotion has not been coordinated, either through brochures, exhibitions, mass media, internet, and posters, as well as management cooperation with travel agencies, hotels, educational institutions, and transportation services. (4) The support of facilities and services is quite good, the ease of accommodation and transportation, and public awareness creates a relaxed and clean atmosphere (Henry et al., 2006; Jayasuriya & Shand, 1986).

Support facilities for the development of agro-tourism objects in Sorawolio District are: (1). Tourist attraction facilities include toilets, souvenir stalls, seats, meeting points, visitor wards, interpretation facilities, parking lots, and guard posts. (2). Accommodation facilities include 61 hotels with 907 rooms and 1,247 beds. (3). Eating and Drinking Facilities a variety of traditional culinary specialties such as grilled fish and meatball *parende, rawon, coto, konro* and so on. (4). Information facilities in the form of a Tourism Information Center (TIC) in each tourist attraction have not been functioning optimally. (5). The Security Facility already has a team of lifeguards but limited capabilities and numbers. (6). Tourism Signs are available but the number and quality are not adequate. (7). Travel facilities including ticket reservations, accommodation reservations, and travel document management have developed in Baubau City. (8). Facilities in the form of markets, shops, kiosks, and plazas/supermarkets/mini markets/supermarkets have developed in Baubau City (Alauddin & Tisdell, 1995; Zhang & Ji, 2020; Khan & Smith, 2020).

Analysis of agro tourism objects based on tourist perceptions

With the development of tourism objects in Sorawolio District, the government and the community put more emphasis on agro-tourism based on superior agricultural commodities, food crops, pine forests, and waterfalls. The results of the Focus Group Discussion (FGD) indicator measuring tourist satisfaction as well as the advantages of agro-tourism objects in Sorawolio District according to tourist perceptions, can be seen in Table 1.

Table 1
Tourist perceptions of agro-tourism objects in Sorawolio District

Type	Perception	Wisman		Wisnus		Total		Total
		Person	%	Person	%	Person	%	P+SP
Service	Very Dissatisfied	0	0,0	0	0,0	0	0,0	52,94
Availability	Not satisfied	2	50,0	2	6,67	4	11,76	
Transportation	Enough	0	0,0	12	40,00	12	35,29	
	Satisfied	2	50,0	13	43,33	15	44,12	
	Very satisfied	0	0,0	3	10,00	3	8,82	
	Total	4	100	30	100	34	100	
	Very Dissatisfied	0	0,0	0	0,0	0	0,0	52,93
Road	Not satisfied	1	25,0	2	6,67	2	5,88	
Condition	Enough	1	25,0	12	40,0	13	38,24	
Go to	Satisfied	1	25,0	11	36,67	12	35,29	
area	Very satisfied	1	25,0	5	16,67	6	17,64	
	Total	4	100	30	100	34	100	
	Very Dissatisfied	1	25,00	0	0,0	0	0,0	29,41
Availability	Not satisfied	1	25,00	9	30,00	10	29,41	
Restaurant	Enough	2	50,00	11	36,67	13	38,24	

	Satisfied	0	0,00	10	33,33	10	29,41	
	Very satisfied	0	0,00	0	0,00	0	0,00	
	Total	4	100	30	100	34	100	
Accommodation available	Very Dissatisfied	1	25,00	2	6,67	2	5,88	26,47
	Not satisfied	2	50,00	9	30,0	11	32,35	
	Enough	1	25,00	11	36,67	12	35,29	
	Satisfied	0	0,00	9	30,00	9	26,47	
	Very satisfied	0	0,0	0	0,0	0	0,0	
	Total	4	100	30	100	34	100	
Availability	Very Dissatisfied	0	0,0	8	26,67	8	23,53	8,82
	Not satisfied	3	75,0	11	36,67	14	41,17	
	Enough	1	25,0	8	26,67	9	26,47	
	Satisfied	0	0,0	3	10,00	3	8,82	
	Very satisfied	0	0,0	0	0,00	0	0,0	
	Total	4	100	30	100	34	100	
Toilet	Very Dissatisfied	0	0,00	0	0,00	0	0,00	55,89
	Not satisfied	1	25,0	2	6,67	3	8,82	
	Enough	1	25,0	11	36,67	12	35,29	
	Satisfied	1	25,0	12	40,00	13	38,24	
	Very satisfied	1	25,0	5	16,67	6	17,65	
	Total	4	100	30	100	34	100	
Availability of tourist information	Very Dissatisfied	0	0,00	0	0,00	0	0,00	47,06
	Not satisfied	1	25,0	7	23,33	8	23,53	
	Enough	1	25,0	9	30,0	10	29,41	
	Satisfied	1	25,0	10	33,33	11	32,35	
	Very satisfied	1	25,0	4	13,33	5	14,71	
	Total	4	100	30	100	34	100	

Source: Primary data analyzed, 2020

Table 1 shows the results of tourists' perceptions of agro-tourism objects in pine forests, waterfalls, and agriculture in Sorawolio District (1). Accessibility indicator, tourist area has a preference of 52.94 percent, this preference shows the accessibility of tourists from their place of origin to their destination to accelerate the movement of tourists at a low cost in meeting their needs in the tourist area of Sorawolio District. (2). The indicator of the condition of the road to the tourist attraction area has a preference of 52.93 percent, indicating that the condition of the road to the tourist attraction area is quite good, safe, and smoothly transporting tourists from their place of origin to their destination, thus accelerating tourists to agro-tourism objects. (3). Indicators of Availability of Restaurants around tourist attractions, tourists give a preference of 29.41 percent, this preference shows the availability of restaurants in tourist areas that are not good, incomplete and even not meeting the needs of tourists while at the location of agro-tourism objects in Sorawolio District. (4). The indicator of the availability of lodging around agro-tourism objects has a preference of 26.47 percent of tourists, this preference shows that the availability of lodging does not meet the standards of tourist needs. (5). Toilet Availability Indicators for each agro tourism object have a very low preference of 8.82 percent of tourists, this preference indicates that the toilet condition in the agro-tourism object area is not good or requires improvement to support the development of tourism objects (6). The tourism information availability indicator has a preference of 55.89 percent of tourists, this preference indicates the availability of tourism information in the agro-tourism area is very good and helps tourists to visit tourism objects in Sorawolio District. (7). The Availability Indicator of tour guides has a preference of 47.06 percent of tourists, this preference shows the availability of tour guides in the area of agro-tourism objects that have met the expectations of tourists visiting Sorawolio District (Sudiartini et al., 2020; Mohammed & Deshmukh, 2020; Sudiartini et al., 2020).

CPI analysis of agro tourism objects in sorawolio district

The analysis of each tourist attraction is carried out based on the Performance Comparison Index of each variable and component of the specified criteria. This is intended to find out how much attractiveness of tourism objects is based on the carrying capacity of tourism development on the absorption of labor and increasing people's income during the COVID-19 pandemic in Sorawolio District. Analysis of the determination of each variable and criteria

using production data, agency opinions, and primary data of local community and tourist respondents, presented the results of the following analysis:

Results of analysis of pine forest agro tourism objects

The results of the CPI (Comparative Performance Index) analysis, the criteria for each variable of pine forest agro-tourism on the absorption of labor and increasing income during the COVID-19 pandemic in Sorawolio District, are presented in Table 2.

Table 2
Analysis of pine forest agro-tourism in Sorawolio District

Tourism site	Variable	Criteria	Value CPI	Average CPI
Samparona Pine Forest	Attractions	Has natural beauty and has not been damaged	986	746
		Has educational value	507	
	Accessibility and Supporting Facilities	road quality and travel time to tourism objects	644	509
		Passed by public transport routes	708	
		Availability of lodging and restaurants	224	
		Availability of parking lots, toilets, clean water, electricity, and telephone networks	696	
		Availability of tour guides and safety of attractions objek	275	
	Employment	Increased absorption of labor	677	687
		Improved work skills	733	
		Improved work ethic	652	
	Income	Increasing people's income	724	714
	Public	Agricultural and industrial income	842	
		Revenue from tourist visits	577	
Bugi Peak Pine Forest	Tourist attraction	Has natural beauty and has not been damaged	922	692
		Has educational value	463	
		Road quality and travel time to tourism objects	544	426
	Accessibility and Supporting Facilities	Passed by public transport routes	622	
		Availability of lodging, restaurants, etc	124	
		Availability of parking lots, toilets, clean water, electricity and telephone networks	276	
		Availability of tour guides and safety of attractions objek	145	
		Increased absorption of labor	376	254
	Ketega	Improved work skills	133	
		Improved work ethic	254	
	Work	Increasing people's income	224	348
		Agricultural and industrial income	642	
		Revenue from tourist visits	177	

Source: Primary data (processed and analyzed)

The results of the CPI analysis table 2 above show that the Samparona pine forest tourism object is a leading tourist attraction to be developed during the COVID-19 pandemic in Sorawolio District. These advantages can be seen from the high CPI average value on the employment variable 687, community income 714, accessibility and supporting facilities 509, and tourist attraction 746. Meanwhile, Puncak Bugi pine forest tourism object has a low average CPI value, so it still requires the attention of the government of Baubau City government and the people of Sorawolio District to be developed, especially from the aspect of the availability of supporting facilities and accommodation in pine forest tourism objects.

Results of analysis of waterfall agro tourism objects

The results of the CPI (Comparative Performance Index) analysis, the criteria for each waterfall agro tourism object on the absorption of labor and increasing income during the COVID-19 pandemic in Sorawolio District, are presented in Table 3.

Table 3
Analysis of waterfall agro-tourism in Sorawolio District

Tourism site	Variable	Criteria	Value CPI	Average CPI
Samparona Waterfall	Attractions	Has natural beauty and has not been damaged	1.216	972
		Has educational value	727	
	Accessibility and Supporting Facilities	road quality and travel time to tourism objects	348	508
		Passed by public transport routes	408	
		Availability of lodging and restaurants	314	
		Availability of parking lots, toilets, clean water, electricity and telephone networks	796	
		Availability of tour guides and safety of attractions objek	675	
	Employment	Increased absorption of labor	777	687
		Improved work skills	633	
		Improved work ethic	652	
	Community Income	Increasing people's income	824	781
		Agricultural and industrial income	842	
		Revenue from tourist visits	677	
Walnut Waterfall	Tourist attraction	Has natural beauty and has not been damaged	827	
		Has educational value	663	745
	Accessibility and Supporting Facilities	Road quality and travel time to tourist objects objek	644	
		Passed by public transport routes	722	522
		Accommodation Lodging, restaurants etc	324	
		Parking facilities, toilets, clean water, electricity and telephone networks	576	
		Availability of tour guides and safety of attractions obyek	345	
	Employment	Increased absorption of labor	676	
		Improved work skills	337	422
		Improved work ethic	254	
		Increasing people's income	624	548
		Agricultural and industrial income	742	
		Revenue from tourist visits	277	

Source: Primary data (processed and analyzed)

Table 3 shows the results of the CPI analysis of featured waterfall tourism objects to be developed in Sorawolio District. The results of the analysis show that the average CPI value is high on the employment variable 687, community income 781, accessibility and supporting facilities 509, and tourist attraction 972. While the Kenari waterfall tourism object, the average CPI value is still low on the employment variable 422 , community income 548, accessibility and supporting facilities 522, and tourist attraction attractiveness is quite high 745. The results of the analysis show that both Samparona waterfall and Kenari waterfall still require the attention of Baubau City government policies and the people of Sorawolio District to be developed.

Results of analysis of agro-agricultural and industrial tourism objects

The results of the CPI (Comparative Performance Index) analysis, the criteria for each variable of agro-agricultural and industrial tourism objects on labor absorption and increasing income during the COVID-19 pandemic, Sorawolio District, are presented in table 4.

Table 4
Analysis of agriculture and industry agro tourism in Sorawolio District

Leading Sector	Variable	Criteria	Value CPI	Average CPI
Crops: Field rice, corn, tomatoes and vegetables	Location Attraction	Have natural beauty	1.198	1.097
		Has educational value	997	
	Production and sales	Increased agricultural production	947	878
		Increase in sales turnover	808	
	Marketing	Distributed in every tourist attraction	926	955
	Model	Regional specialties	984	
	Employment	Increased absorption of labor	974	
		Improved work skills	887	899
		Improved work ethic	836	
	Increased revenue	Increasing people's income	959	
		Agricultural income	824	775
		Revenue from tourist visits	542	
Domestic industry: Weaving traditional clothes, making certain crafts, and processing cashew nuts	Location	Has a beautiful location	977	
	Attraction	Has educational value	728	853
	Production and sales	Increased industrial production	869	
		Increase in sales turnover	648	759
	Marketing	Distribution in every tourist attraction	824	777
	Model	Displayed by the roadside and kiosk Ki	729	
	Employment	Increased absorption of labor	777	
		Improved work skills	745	699
		Improved work ethic	576	
	Community	Increasing people's income	837	
	Income	Industrial income	945	671
		Revenue from tourist visits	424	
	Location	Has a beautiful location	242	409
	Attraction	Has educational value	577	
	Production and sales	Increased livestock production	696	686
		Increase in sales turnover	675	
	Marketing	Distribution in every local market	677	705
	Model	Regional specialties	733	
	energy	Increased absorption of labor	551	539
	work	Improved work skills	527	
		Increasing people's income	799	641
		Livestock income	637	
		Revenue from tourist visits	486	

Source: Primary data (processed and analyzed)

Table 4 above shows the results of the CPI analysis of agro-tourism objects in the agricultural and industrial sub-sectors based on variables and superior criteria of local resources: (1) Food crops, the average CPI value of the employment variable is 899, community income is 775, the tourist attraction is 1,097, production and sales are 878. , and marketing model 955. (2) Home industry average CPI value of employment variable 699, community income 735, tourist attraction 853, production and sales 759, and marketing model 777. (3) Livestock CPI mean value of employment variable 539, community income 641, tourist attraction 409, production and sales 686, and marketing

model 705. To further contribute to the absorption of labor and increase people's income during the COVID-19 pandemic, the Baubau City Government and the people of Sorawolio District need to pay attention to develop the agricultural and industrial sectors in an integrated manner between tourism objects and collaborations with the private sector in a sustainable manner.

Conclusion

1. Sorawolio sub-district agro-tourism objects have the potential: (a) fertile and extensive farming land that has not been processed optimally, (b) development of the culinary industry based on local wisdom, (c) development of home industries, (d) work ethic of residents high and (f) Location of strategic areas to access information, marketing of agricultural and industrial products.
2. Influential factors for the development of agro-tourism objects: (a) Human resources who are creative in presenting tour packages, and skilled tour guides selling tourism products. (b) Natural resources that are preserved and their beauty is maintained (c) Promotions that are continuously implemented (d) Facilities and services are not good, accommodation and transportation facilities are easy.
3. Sorawolio sub-district agro-tourism objects have backward linkages that spur economic growth through increasing food crop productivity, developing pine forest tourism objects and waterfalls. This condition increases people's income, reduces poverty and unemployment. Future linkages spur the growth of the agricultural input supply industry and encourage the growth of the agricultural product processing industry and the culinary industry, thereby increasing the absorption of labor and people's income during the COVID-19 pandemic.
4. The results of the CPI analysis show that agro-tourism objects can absorb labor, increase people's income, and contribute to reducing poverty due to the COVID-19 pandemic in Sorawolio District, Baubau City.

Recommendation

Sorawolio sub-district agro-tourism objects need to pay attention to the development and improvement of (a). Tourist attraction facilities include toilets, souvenir stalls, seats, meeting points, visitor wards, interpretation facilities, parking lots, and guard posts. (b). Accommodation facilities include hotels, inns, restaurants, and restaurants. (c). Information facilities in the form of Tourism Information Center (TIC) at each tourist attraction. (d). Security Facilities. (e). Tourism Signs. (f). Travel facilities include ticket reservations, accommodation reservations, and travel document processing. The development of agro-tourism objects in Sorawolio District requires the support of Field Agricultural Extension Officers (PPL), especially the food crop agriculture sub-sector, and the household handicraft industry, to increase production, improve production quality, and increase sales turnover. Thus, agro-tourism objects in Sorawolio District, absorb labor, increase people's income, and reduce poverty for residents of Sorawolio District.

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