



Analysis of the Transformation of Health Services to Support Social and Tourism Balance amid the Singkawang City Pandemic

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Abstract

This research investigates the impact of health service transformation on social balance and the tourism sector in Singkawang City during the pandemic period. Adopting a sociological approach, this research explores changes in the healthcare system with a focus on aspects that influence the balance between public health needs and the sustainability of the tourism industry. The increasing complexity of social relations and structural dynamics is the focus of the study, involving the role of various factors such as government, health institutions, local communities, and tourism industry players. Through qualitative research methods, including in-depth interviews and content analysis, this research identifies health policy adaptations and changes in healthcare practices that are key to supporting this balance. The findings show an evolution of public health strategies, integration of technology in health services, as well as adjustments to health protocols in tourism destinations. In addition, the dynamics of interaction between local communities, tourists, and tourism stakeholders is also a major concern in sociological analysis. The results of this research contribute to understanding how the transformation of health services not only meets people's health needs but also significantly impacts the social balance and sustainability of the tourism industry. The implications of these findings can provide policy guidance for the government and related stakeholders to improve coordination between sectors and ensure that quality health services support efforts to recover and grow the tourism sector during the pandemic.

Keywords: Health Services, Social Balance, Tourism, Covid-19 Pandemic, Singkawang

Introduction

The COVID-19 pandemic has caused drastic changes in people's daily lives, creating major challenges not only in the health aspect but also in social and economic dynamics

(Simanjuntak et al, 2020). Singkawang City, as a tourism destination famous for its cultural and natural riches, has felt a significant impact due to the spread of the virus. The impact of the pandemic on social balance is very striking, especially in aspects of relationships between individuals, economic disparities, and access to health services (Muslimin et al, 2022).

In this context, changes in health services are important because they involve society's response to the developing health crisis. It is important to state that health services do not only cover medical aspects but also include broad social and economic impacts. The balance between meeting public health needs and supporting the tourism industry is a crucial issue in the journey towards recovery and sustainability (Romarina, 2016). In this view, a sociological approach is considered relevant to explore the social dynamics underlying the transformation of health services, involving interactions between various stakeholders (Djati, 2023).

The local government and health institutions in Singkawang City have responded quickly to the challenges faced, implementing policies that influence the way health services are delivered and accessed by the community (Agustina, 2020). Therefore, this research was initiated to identify and analyze the health service transformation that has occurred, as well as to understand its impact on social balance and the tourism industry at the local level. In addition, this research emerged as a response to the limited understanding of the interactions between the health and tourism sectors in the scientific literature.

In particular, little research involves a sociological approach to analyze the role of health services in supporting social balance and tourism, especially amid a global crisis such as a pandemic. Thus, this research can provide valuable insights and a deeper understanding of health service transformation in the unique context of Singkawang City. It is hoped that the success of this research can contribute to the development of health service models that are more adaptive to environmental changes, as well as provide policy guidance that can improve social and economic balance amid a pandemic.

A better understanding of the link between effective health services and the sustainability of the tourism industry can help governments and local stakeholders design more holistic and sustainable strategies. Apart from that, this research can contribute to the sociological literature and public health science in the context of a pandemic situation, which can be applied on a local, national, and global scale.

Social balance as a broad concept has received significant attention in social thought and society. First of all, the conflict theory developed by Karl Marx is an important basis for understanding social balance. Marx emphasized the existence of inequality in the distribution of wealth and power in society (Masudi, 2015). For him, social balance is achieved through class struggle and revolutionary transformation that can change unequal social structures. Functionalism theory, developed by Emile Durkheim, provides another perspective regarding social balance. Durkheim viewed society as an organism that functions well when each part plays its appropriate role (Sitorus, 2022).

Social balance in functionalism theory includes social integration and stability through understanding the harmonious function of various aspects of society's life. Max Weber, with his theory of social action, contributed to the understanding of social balance from the perspective

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of social interaction (Sumintak, 2022). Weber highlighted the importance of understanding the meaning behind social actions to achieve sustainable balance. Furthermore, social exchange theory also penetrates the domain of social balance. George Homans and Peter Blau emphasize that social balance is achieved through mutually beneficial exchange of resources and interactions between individuals and groups. This perspective highlights the aspect of mutual give and take as the main element in maintaining social balance (Nugroho, 2021).

In the context of public health, research on social balance highlights issues of distribution of access to health services. Epidemiological research often shows inequalities in public health, related to factors such as social class, race, and gender, which influence the social balance within society (Beautiful, 2022).

During crises such as the pandemic, the concept of social balance has re-emerged as an important focus. Social scientists observe how economic uncertainty, inequalities in health outcomes, and changing social patterns can disrupt social balance at individual and collective levels (Budisusila, 2021).

Literature Review

Through this literature review, it can be concluded that social balance is not a static entity, but rather a reflection of complex social dynamics. Understanding social balance requires a holistic view, which includes structural aspects, social interactions, and resource distribution. In the context of health care, social balance includes equitable access to services, elimination of health inequalities, and adaptive responses to crises. By understanding this conceptual framework, further research on the transformation of health services and its impact on social balance in Singkawang City can be placed in a broader context and can provide a more comprehensive view of the complex dynamics involved. The tourism industry is an economic sector that is growing rapidly and has become an important element in the global economy.

In understanding the tourism industry, the concept of modern tourism by John Urry is an important basis. Urry emphasizes the transformation of tourism from a local to a global phenomenon, where mobility is at the heart of the tourism experience (Pristiwasa et al, 2022). This view reflects the dynamics of change in the tourism industry which is increasingly connected to technological developments and globalization. An overview from a tourism economics perspective by JR Brent Ritchie and Charles R. Goeldner highlights the contribution of the tourism industry to economic growth and job creation (Suprastayasa et al, 2022).

They identified the potential of tourism as a support for local and national economies, as well as its impact on infrastructure and community development. The concept of sustainable tourism is also highlighted in the literature. Scholars such as Geoffrey Wall and Michael Hall explore how tourism can contribute to economic, social, and environmental sustainability. This thinking encourages the importance of responsible management of natural resources and the sustainability of tourism destinations (Maak et al, 2022). Apart from that, cultural and social contexts are also a focus in understanding the tourism industry.

Tourism anthropologists such as Nelson Graburn and Valene L. Smith research interactions between tourists and local communities, and their impact on cultural identity and social structure (Pelly, 2020). Understanding cultural conflicts and challenges in maintaining authenticity in the tourism industry becomes relevant in this context (Hannan et al, 2020).

In the digital era, the contribution of technology to the transformation of the tourism industry is also receiving attention. Steven Pike and Robyn Bushell highlight the role of information and communications technology in improving marketing, distribution, and the traveler experience (Heliany, 2019). Digitalization has enabled the creation of new business models and direct relationships between service providers and consumers (Hasan et al, 2023).

The impact of crises, such as the COVID-19 pandemic, on the tourism industry has also been highlighted in recent literature. Experts such as Buhalis and Andreu explore the adaptation, resilience, and innovation strategies needed to face the challenges of the global crisis (Triatmanto, 2022). This understanding provides insight into how the tourism industry can adapt and recover from the crisis affecting global travel and tourism.

Through this literature review, it can be concluded that understanding the tourism industry requires a multidisciplinary approach and involves various aspects, ranging from economic, environmental, social, and cultural, to technological. This understanding provides a strong basis for further research related to the transformation of the tourism industry, both in normal situations and in facing the challenges of the global crisis.

Research Method

This research uses a qualitative approach with a case study method as the main framework for analyzing the transformation of health services and its impact on social balance and the tourism industry in Singkawang City during the pandemic. A qualitative approach was chosen to provide an in-depth understanding of the social context and dynamics involved in healthcare transformation. Primary data was collected through in-depth interviews with key stakeholders, such as representatives from local governments, health institutions, local communities, and tourism industry players. Interviews were conducted using structured question guides designed to explore their views and experiences regarding changes in health services and socio-economic balance. In addition, direct observations of the implementation of health policies and health service practices were carried out to gain further insight into changes in practice in the field.

Observations were carried out at health facilities, tourism destinations, and related public areas. Content analysis is used to process interview and observation data. Data was analyzed thematically to identify patterns, trends, and links between health service transformation, social balance, and sustainability of the tourism industry. The entire research process is based on a sociological framework to understand the social dynamics underlying the transformation of health services and its impact on social balance and the tourism industry. This method is expected to provide in-depth insight into the complexity of interactions between social and health factors in supporting the efforts of the local government and related

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stakeholders to mitigate the impact of the pandemic on the health and tourism sectors in Singkawang City.

Results and Discussion

Health Services Transformation Policy

Singkawang City, like many other regions, is faced with profound changes in the way health services are delivered to respond to the urgency and complexity of the pandemic situation. To respond effectively to the health crisis, the Singkawang City Government implemented several health service transformation policies (Budisusila, 2021). Increasing the capacity and availability of health facilities is the main focus. This involves increasing hospital bed capacity, procuring medical equipment and protection for health workers, as well as optimizing isolation rooms for COVID-19 patients.

This policy aims to ensure the availability of adequate health facilities to handle the surge in cases during the pandemic. Along with that, implementing a mass testing policy is also a priority. The Singkawang City Government is increasing the capacity and accessibility of COVID-19 testing to ensure early detection and rapid isolation of infected patients. This policy includes massive testing in various strategic locations, including health centers, public facilities, and areas prone to transmission. This effort is not only to respond to existing cases but also to prevent further spread in the community (Sumintak, 2022). Improving health services at the primary level is also an important part of this transformation.

The Singkawang City Government has implemented a telemedicine and online consultation policy to provide long-distance health services to the community. This step helps reduce the risk of the virus spreading in health facilities and provides an alternative for individuals who need health attention but avoid going to health centers. Apart from that, social distancing and local lockdown policies were also implemented as a strategy to control the spread of the virus (Muslimin et al, 2022).

The Singkawang City Government regulates travel restriction policies, closing public places, and setting business operating hours. These measures not only focus on controlling the spread of the virus but also impact the way people carry out their daily activities, including accessing health services. Meanwhile, policies to develop testing capacity and contact tracing are key elements in the transformation of health services. The Singkawang City Government is working with health institutions and related parties to increase testing capacity and increase efficiency in contact tracing (Simanjuntak et al, 2020).

This policy aims to detect and isolate cases early, reduce the spread of the virus, and minimize the public health impact. In supporting this transformation policy, local governments are also promoting public health education campaigns (Triatmanto, 2022). Information related to health protocols, symptoms of COVID-19, and preventive measures is being massively disseminated.

Public education is an integral part of this transformation policy, to create a better

understanding of the importance of compliance with health protocols and the role of individuals in controlling the spread of the virus (Pristiwasa et al, 2022). However, the implementation of health service transformation policies is also faced with several challenges. Limited resources, especially health personnel and medical equipment, are one of the main obstacles. Apart from that, community resistance to changes in habits and compliance with health protocols is also a challenge that needs to be overcome.

In this context, evaluating health service transformation policies in Singkawang City is important to identify successes, obstacles, and lessons that can be applied in the future (Muslimin et al, 2022). An in-depth analysis of policy implementation, community response, and its impact on social balance and the tourism industry will provide rich and useful insights for future policy planning and decision-making. Overall, the health service transformation policy in Singkawang City reflects serious efforts to respond to the pandemic quickly and effectively, while considering aspects of social balance and sustainability of the tourism industry in this challenging context.

Community Response to the Transformation of Health Services

When facing profound changes in the way health services are delivered, society is a key element determining the success and acceptance of this transformation. Several dimensions of community response are the main focus to be explored and understood. First of all, the level of public awareness of the importance of compliance with health protocols is key in assessing the public's response (Aprilia, 2017). Transformational policies such as social distancing, mask use, and personal hygiene practices require active participation from society.

Analyzing how the community in Singkawang City responds to and adheres to health guidelines will provide an understanding of the level of community awareness and whether educational messages conveyed by the local government and health institutions are understood and followed. In a broader view, society's response includes acceptance of changes in daily living patterns. The transformation of health care includes travel restrictions, closure of public places, and significant changes in social interactions. In a society adapting to these new norms, lifestyle changes are becoming an integral part of the response to the pandemic (Rizqi et al, 2019).

Analysis of the extent to which people can change their old habits to comply with health protocols will provide a clearer picture of the level of community readiness and support for this transformation. Furthermore, the public's response to the provision of long-distance health services or telemedicine is also an important aspect. The Singkawang City Government responded to the pandemic by implementing online consultations to minimize the risk of transmission in health facilities (Rachman et al, 2022).

Understanding the comfort level, acceptability, and effectiveness of telehealth consultations from a societal perspective will provide valuable insight into how technology can be an effective tool in supporting healthcare in the future (Simanjuntak et al, 2020). No less important, the role of society in supporting massive testing and contact tracing also needs to be considered. The transformation policy includes increasing testing and contact tracing capacity to detect and isolate cases as quickly as possible (Salim, 2020).

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The analysis will detail the level of community participation in testing, as well as openness and cooperation in reporting contacts who may have been exposed. Evaluating the extent to which communities engage in testing and contact tracing efforts will determine the success of these strategies in controlling the spread of the virus. Apart from that, the public's response to vaccination is also a crucial aspect. In efforts to overcome the pandemic, vaccination has become a main element of health policy (Ikhwan, 2017). The analysis will include the level of public confidence in vaccines, factors that influence participation in the vaccination program, and ways to overcome uncertainty or fear that may arise.

Understanding the community's response to vaccination will greatly influence the success of mass vaccination efforts and achieving community immunity (Budisusila, 2021). Although there are various positive aspects in society's response to healthcare transformation, challenges and resistance are also an important part of this analysis. Certain groups of people may face difficulties or objections (Suharyani, 2020).

The Impact of Health Service Transformation on Social Balance

This transformation not only includes changes in the delivery of health services but also involves interactions between society, government, and the industrial sector. First of all, the transformation of health services has an impact on aspects of unequal access to health services between various groups in society (Maria et al, 2023). Despite the government's efforts to increase the capacity and availability of health facilities, the impact is not evenly distributed across all levels of society. Groups with limited access, such as economically weak groups, may face difficulties in obtaining adequate health services. This can widen health and social inequalities, threatening social balance at the community level.

Apart from that, the transformation of health services also affects social interaction patterns and community dynamics (Rachman, 2022). Social distancing policies, lockdowns, and changes in people's behavior in response to the pandemic are creating shifts in the way people interact and communicate. Movement restrictions and social isolation can result in decreased interpersonal interactions, changing how communities interact, collaborate, and support each other. This impact can change social dynamics and test the strength of social connectedness in society. The psychological impact is also an aspect that needs to be considered (Dzaljad, 2020).

Healthcare transformations that include isolation, changes in daily routines, and health concerns can impact people's mental well-being. Increasing levels of stress, anxiety, and depression can disrupt people's mental and emotional balance. Therefore, it is necessary to evaluate the psychological impact of the transformation of health services and the implementation of social restriction policies. Furthermore, this transformation also changes the dynamics of the local economy and the sustainability of resources (Adiyanta, 2020). Travel restrictions and the closure of non-essential businesses may result in reduced revenues for the tourism sector and other local economies.

This can impact jobs, economic security, and people's ability to meet their basic needs. Evaluation of the economic impact of healthcare transformation needs to include this aspect

to design sustainable economic recovery measures (Royyana, 2018). It is also important to consider the impact of healthcare transformation on vulnerable groups in society. Elderly groups, people with disabilities, and individuals with chronic health conditions may be more vulnerable to the impacts of this transformation (Pelly, 2020). Changes in access, receipt of health services, and levels of social isolation may have a greater impact on these groups, and social balance must be considered with their needs in mind (Ariani, 2023).

Meanwhile, there are also positive impacts from the transformation of health services, such as increasing public health awareness, increasing the use of health technology, and innovation in service delivery. Increasing health awareness can shape healthier behavioral patterns in society, which in turn can help strengthen social balance in the long term (Fatchrurhozi et al, 2023). Therefore, it is important to analyze and evaluate the impact of health service transformation comprehensively and sustainably.

Continuous research and monitoring are needed to understand changes in community structure and dynamics, mitigate negative impacts, and capitalize on positive impacts. A deep understanding of the impact of health service transformation on social balance can help governments and other stakeholders design sustainable, inclusive, and adaptive policies that support societal recovery and growth amidst the pandemic and in the future.

Implications for the Tourism Industry

The transformation of health services during the COVID-19 pandemic in Singkawang City has had a significant impact on the tourism industry, changing the landscape and dynamics of a sector that is highly dependent on mobility and social interaction. The implications for the tourism industry cover various aspects, from changes in tourist behavior to the economic impact and readiness of tourism destinations. The local travel restrictions and lockdown policies have drastically changed tourist travel patterns (Mutis, 2011). These restrictions include the closure of tourist attractions, hotels, and restaurants, causing a significant decline in the number of visits and accommodation.

Tourists who previously formed the backbone of the tourism industry now face significant obstacles in planning and executing their trips. The impact is felt not only in the tourism sector but also involving the supply chain and related small and medium businesses. In addition, the public's response to the transformation of health services, such as social restriction policies and increased health awareness, can influence tourists' perceptions of tourism destinations (Gultom et al, 2018).

The potential risk of transmission and uncertainty surrounding health conditions can influence tourists' decisions to choose certain destinations. Therefore, tourism destinations in Singkawang City need to adapt marketing and promotional strategies to build trust and convince tourists that they are implementing strict health safety measures. The economic impact is one of the most felt aspects of the tourism industry due to the transformation of health services. The decline in the number of tourists has a direct impact on the income of hotels, restaurants, and other tourism sectors (Renanita, 2015).

Small and micro businesses in this sector, which are often the backbone of local

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economies, are experiencing significant financial pressure. To overcome this negative economic impact, it is necessary to implement an economic recovery strategy that takes into account the needs of the tourism sector. Furthermore, uncertainty related to the pandemic and the potential for a new wave of infections may affect investment and development plans in the tourism sector. Infrastructure projects, new destination developments, and other investments may be halted or postponed due to uncertain health conditions and market uncertainty. This can have a long-term impact on the growth and competitiveness of the Singkawang City tourism industry (Rachman et al, 2022).

Adaptation to technology and innovation are important elements in responding to the transformation of health services. The application of technology such as travel management applications, cashless payments, and digital marketing technology can help the tourism industry to remain operational and create a safer experience for tourists. Meanwhile, innovation in creating tourism products and services that comply with new health standards can provide a competitive advantage for tourism destinations (Maak et al, 2022).

In dealing with the impact of the transformation of health services on the tourism industry, collaboration across sectors and stakeholders is key. Local governments, tourism industry players, and local communities need to collaborate to formulate holistic and sustainable recovery strategies. These steps involve improving health and sanitation infrastructure, establishing clear health safety protocols, as well as developing training programs for tourism industry players to increase their understanding of the new health standards. Challenges also encourage the need to diversify the economic sector in Singkawang City (Rizqi et al, 2019).

Conclusion

The conclusion of the analysis of the transformation of health services to support social balance and tourism amid a pandemic in Singkawang City reflects the complexity of the challenges and opportunities faced by society and the tourism industry in facing this global crisis. The transformation of health services is not only a response to people's physical health but also has a significant impact on social balance and the sustainability of the local tourism industry. In the process of transforming health services, the Singkawang City government has implemented a series of policies and changes in the implementation of health services to respond to the COVID-19 pandemic. Increasing the capacity of health facilities, implementing mass testing policies, telemedicine, and social restrictions are steps taken to reduce the spread of the virus and protect public health. However, in carrying out this transformation, various impacts on social balance and the tourism industry emerge. Impacts on social balance include unequal access to health services, changes in patterns of social interaction, and psychological impacts on society. Vulnerable groups face difficulties in accessing health services, and changing patterns of social interaction test community interconnectedness. Apart from that, psychological impacts such as increased levels of stress and anxiety are also an important concern that requires community support and understanding. Meanwhile, the tourism industry in Singkawang City is facing serious challenges due to the transformation of health services.

Travel restrictions, closures of tourist attractions, and changes in tourist behavior are creating significant economic pressure. Small and micro businesses in the tourism sector have been hit hard, and pandemic-related uncertainty is hampering investment and development plans in the industry. However, this transformation also opens up new opportunities. Changes in people's behavior in caring for health and increasing health awareness can be the foundation for the development of health tourism in the future.

Suggestion

The application of technology and innovation in providing tourism services can help the industry adapt to the new order. Cross-sector collaboration between the government, the tourism industry, and society is also key to designing a holistic recovery strategy. Thus, the conclusions of this analysis highlight the importance of viewing healthcare transformation in a broader view, not only as a response to the health crisis but also as an element that can reshape the social balance and support the sustainability of the tourism industry. Deep understanding of positive and negative impacts, as well as active collaboration between government, society, and tourism industry players

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