

Smart Village Synergy: Development of tourism villages as an effort to post-pandemic economic recovery

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Informasi Artikel

Received:

17/07/2024

Accepted:

30/10/2024

ABSTRACT

The Covid-19 pandemic has triggered an economic recession and caused major damage to the health, employment and human welfare sectors. The impact of Covid-19 that occurred in Indonesia needs to be addressed by referring to the SDGs agenda. One of them is increasing growth and development in the economic sector. Especially in developing the economic sector among the community. Therefore, researchers are trying to help economic development starting from the smallest community environment, from MSMEs in rural areas to how they can be given assistance and guidance in creating business incubators which can be done according to the capital they each have. Apart from that, it is adapted to the skills and creativity of the community in exploring various potentials that can be sold and marketed to the general public. Especially in post In the coming pandemic, of course the economic sector will experience various changes. With many aspects of the economy weakening, there are even layoffs in several sectors . The community is expected to be independent in improving the quality of its economy so that its various interests can be fulfilled properly. Therefore, the formation of a business incubator is a program that the community needs to be more focused and clear so as to help the country's economic sector at large. Thus, the aim of the service program that we are carrying out is to develop a tourist village business incubator as an effort to recover the post-pandemic economy. The service method uses an action research approach . The location of the service is in Jalatrang village, Ciamis Regency .

Keywords: business incubator development, post-pandemic economic recovery, smart village synergy, tourism village

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How to Cite: Praja, W. N., Aziz, A., Gumelar, A., Fuadin, A., & Sudaryat, M. R. (2024). Smart Village Synergy: Development of tourism villages as an effort to post-pandemic economic recovery. *Jurnal Ilmiah Mimbar Demokrasi*, 24(1), 419-428. DOI. 10.21009/jimd.v24i1.48000



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Pendahuluan

The Covid-19 pandemic, which has been going on for about two years, has made all levels of society feel and experience quite significant impacts (Tanveer et al., 2023). Various areas of life are feeling the impact of the Covid 19 Pandemic (Yao et al., 2024). As a society and even a country, no one ever thought or predicted that all this would happen. In fact, this widespread pandemic is being felt by all citizens of the world (Choudrie et al., 2021). This is strengthened by Rothwell et al. (2024) which state that activity restrictions due to the Covid-19 pandemic have caused national economic losses. These losses will only be covered if the crisis can be ended before it causes mass business bankruptcy. Meanwhile, if the PSBB is prolonged and/or expanded to other cities, the impact of losses will automatically increase, and can be projected based on comparisons of time and area (Pereira et al., 2020). To make things easier, the discussion of losses is divided into national, sectoral, corporate and individual loss groups. Looking at these various problems, it is not only urban communities that are affected, but also rural communities. The same thing is felt by one of the villages in Ciamis Regency. Jalatrang Village, north of Ciamis Square, is feeling the influence of the pandemic, especially in education and the economy. Not a few people in this village, who initially had jobs, are now unemployed or have lost their jobs due to layoffs (PHK). This is confirmed by Wörn et al. (2023) which state that the impact of the PSBB could bring the prospect of a wave of Job Terminations (PHK). It is the reality of layoffs that is currently attracting public attention amidst the handling of health in the midst of the current Covid-19 pandemic. The prospect of layoffs stemming from the economic shock caused by the COVID-19 outbreak has prompted various companies to terminate employment relationships (PHK). The Ministry of Manpower recorded that 2,311 workers were affected by layoffs (Wachter, 2020). It can be seen from the facts above that the Covid pandemic has not only caused a global health crisis, but has also triggered an economic crisis (Faramarzi et al., 2024).

Before the pandemic crisis, the majority in this village earned their living as farmers and entrepreneurs in the electric welding and repair sector (Yaya et al., 2022). The majority of men in this village go to the city to open welding workshops in urban areas, while their wives remain in the village because they remember that the cost of living in urban areas will be greater and more complex than in villages. So that wives in the village only rely on their husbands who are away in the city. Indeed, not all of them are like that, there are still wives who work to help increase their husband's income. But far from that, there are still many who do not choose not to work. There are still many views among them that staying at home and taking care of children is an extremely heavy burden. In fact, in terms of education and competency, they still have the opportunity to explore and explore their abilities in entrepreneurship, even in a simple way.

Jalatrang Village is one of the villages that is geographically quite far from urban areas, it is located at the foot of Mount Sawal so the air in this village is quite cool, clean and cold. The atmosphere and social environment in this village is quite safe and comfortable. Likewise, security is very orderly and neat. In the last five years or so, this village has developed quite well, especially after the opening of the Jatisewu Cibungbang bathing area and the Tirta Sumber Jaya swimming pool, so that the existence of Jalatrang Village in the eyes of other areas is quite popular. With this tourism, the economy in this village will become more developed. According to Djuwendah et al. (2023), Indonesia in general and West Java in particular are regions that are rich in a variety of unique villages, but neither the community nor destination managers seem to be fully aware of this potential, so handling villages that meet the characteristics of tourist villages is not carried out properly. Judging from this concept, it is clear that Jalatrang Village, with its tourism village potential, can improve the community's economy through utilizing its potential as well as possible.

However, even though tourism land was opened in Jalatrang Village, this did not have a significant impact on the livelihoods or welfare of the community. Because the community has not been directly involved in managing this tourist resource. In fact, if this tourism is managed well by the village and community, it will have a significant impact on community welfare. Especially during this Covid 19 pandemic season. When someone comes home from the city without a job, his wife in the village already has additional income because she is creative in seeing opportunities and opportunities that can be created.

Post-pandemic, of course we have to face various solutions. Lin et al. (2024) emphasized that even though *the economic shock* caused by the Covid-19 pandemic is gradually subsiding as the domestic financial market stabilizes and several economic sectors grow. The end of the pandemic does not end problems, but new problems emerge where economic recovery will be quite hampered and will take quite a long time. On the one hand, demands to restart various social and economic activities are getting stronger, marked by the easing of social restrictions in many areas. On the other hand, the existing public health infrastructure is still inadequate. So there is a high risk of returning various wheels of social and economic activity to normal. With these various limitations, *a new normal* becomes a necessity. *The new normal* is also an opportunity to strengthen the economy as long as it is accompanied by transparent priority setting and appropriate policy coordination and synchronization.

So our research team and the village government created solutions to the problems currently faced by village communities. Creating a business incubator, and providing a sufficient, comprehensive and complex understanding of the businesses that can be built by individuals is important. So that in this service process, our research team will provide counseling, assistance, and special strategies in creating business or entrepreneurial plans that will be built by the community, especially if it is linked to the various potentials possessed by the village, both from social and human resources. nature has. In fact, the availability of the natural environment is to be used and exploited to fulfill people's living needs. In line with Hussain et al. (2024) that every natural and social potential in the village must be optimized for the welfare of humanity. So that people need to get broad and comprehensive knowledge regarding the process of fulfilling their needs, don't rely on other people or parties, but rather be on their own responsibility. Meanwhile, Indonesia's economic recovery strategy in the MSME sector is: providing assistance to business actors, providing tax incentives, credit relaxation and restructuring, expanding working capital financing, *product support*, and e-learning training. Then there are strategies for economic recovery in the tourism sector, developing tourism products, developing tourist destinations, developing tourism human resources, developing tourism institutions, and managing tourism infrastructure.

Coaching and counseling are related to *economic civics*, which are the competencies that a citizen must have in developing himself so that his potential can fulfill his life needs. As independent citizens, we need to be ready and alert in seeing various opportunities and challenges, even in the economy. In the era of industrial revolution 4.0, everything requires digitalization or technology support. Likewise, in developing the economy or entrepreneurship, digitalization is a basic need that must be developed in economic activities. Because the digitalization process will make everything more effective, efficient, and the results will improve because the targets will be broader.

The service process will be carried out through several stages: preparation or planning stage, implementation stage, and reporting stage. The first stage is preparation, the research team conducted a preliminary and field survey to prepare the process and techniques for implementing the service. Researchers and villages as well as several village creative economy representatives formulated a service process that was suitable to be implemented in this village. Determine the time for carrying out the service in accordance with the free time of the village and community. The research team's secretarial location survey will be carried out in residents' rented houses. Determine the person responsible for community service activities, to facilitate communication and coordination in the field. After that, create a jobdesk for each party to make this service process run smoothly. Then, to prepare for the concept of service, the research team conducted an FGD (*Focus Group Discussion*) with related parties to determine the competencies and materials that would be presented to the community regarding the establishment of a business incubator. When the instruments for service materials already existed, the researchers conducted a limited survey of several community parties related to business incubators and *community civics*.

The process of implementing the service begins with holding a seminar by three resource persons which will be delivered by business management experts, creative economics experts (ekraf), and lecturers.

These three speakers will convey competence and knowledge related to their respective fields. However, before the seminar is held, *a pre-test will be distributed* regarding community knowledge related to the creative economy of society (*economic civics*) and business incubator strategies. So it is hoped that the initial provision of knowledge and competencies as well as the strategies that will be built in the business incubator can be well absorbed by the target community. After being given a knowledge seminar, the target community will be given skills by several service assistance teams including students and from the creative economy of Ciamis district. This skills and expertise process will be adjusted to the interests, talents and competencies of the community. So personally, this mentoring activity will be different. In accordance with what business strategy will be carried out by each community group. Where, people will be grouped according to their areas of expertise or competence and desires. For example, there are those who will develop a business through agricultural products, trade, food, local wisdom, or other interests. The research team will provide special assistance related to exploring local wisdom which can be used as a local business by creative community groups in Jalatrang Village. So that the existence of tourist attractions will synergize with the community's creative economy. By processing souvenirs, special foods, and souvenirs for tourists both from inside and outside the Ciamis Regency area. So that opportunities for the community's economy will develop more rapidly when there is philanthropy which becomes a medium through which people's creative output can be marketed more widely. So this philanthropy will be a big capital for the community, because so far the community still lacks or is far from certain knowledge, abilities and skills in developing their business talents. The establishment of a business incubator which will form *a triple helix* between the village government, community and private sector in synergy will create an economic giant in a village. So that by establishing a business incubator, it will increase public knowledge in formulating business strategies that will be formed and increase competitiveness and public purchasing power for the products produced.

The synergy built from this *triple helix* will make the economic growth process in a village run more effectively and be more targeted (Mègnigbèto, 2018; Li et al., 2019). Trisyani et al. (2024) emphasized that in handling Covid-19 in Indonesia, there is a need for policy synergy between the government and traditional villages with the aim of realizing a common understanding regarding Covid-19 and how to anticipate it. Villages, communities and the private sector have a strategic role in restoring post-pandemic economic conditions. So that the two areas of entrepreneurial activity and community education related to business processes from upstream to downstream will become clearer. The business incubator that has been created at the service stage will have a formal organizational structure under the Jalatrang Village government. With this business incubator, everything related to the distribution of production results and people's creativity can be channeled well. So that the characteristics of society will be much more independent. After the process of establishing a business incubator is underway, our research team only occasionally monitors the process of developing the sustainability of this business incubator. So that in the future, after it is formed, all communication and coordination processes with the research team will be carried out online.

This service program can also increase the IKU (University Performance Index), where this partnership program with the community really helps the university's performance program. As an LPTK institution, UPI (Indonesian Education University) is present for the country, by assisting government programs in improving the economy of rural people. With this service program, UPI provides benefits to partners, because holding this service program can improve people's standard of living for the better. As stated by Sudarman (2024) preparing high quality and superior human resources is capital to face global competition. This is a challenge and a very profitable area for Educational Personnel Education Institutions (LPTK). LPTK can make the greatest contribution to the development of vocational education in Indonesia through education management that is oriented towards work skills in accordance with developments in applied science and technology as well as the demands of employment needs. To achieve this goal, one of the factors that must be considered is the quality of teaching staff. The Educational Personnel Education Institute (LPTK), which is an institution that produces teaching staff (teachers) in Indonesia, plays a very important role in improving the quality of human resources in Indonesia. LPTK has the responsibility to create professional teaching staff to develop vocational education in Indonesia. Educators must master and fulfill the three components of the professional trilogy, namely the basic scientific component, the substance component of the profession and the component of professional practice.

Method

The method used in mentoring activities for this business incubator-based community service program as a strategy for developing tourism potential is the action research method which aims to solve problems, where collaboration occurs between researchers and clients in achieving goals. This indicates that there is collaboration between researchers, the community and students in achieving the goal of developing the potential of tourist villages in Jalatrang Village, Ciamis Regency. Through the action method, it is hoped that there will be activities and/or corrective actions regarding things related to planning, implementation and evaluation aspects systematically, so that data can be obtained that can be used in business incubator-based community service programs in other areas.

The service process will be carried out through several stages: preparation or planning stage, implementation stage, and reporting stage. The first stage is preparation, the research team conducted a preliminary and field survey to prepare the process and techniques for implementing the service. Researchers and villages as well as several village creative economy representatives formulated a service process that was suitable to be implemented in this village. Determine the time for carrying out the service in accordance with the free time of the village and community. The research team's secretarial location survey will be carried out in residents' rented houses. Determine the person responsible for community service activities, to facilitate communication and coordination in the field. After that, create a jobdesk for each party to make this service process run smoothly. Then, to prepare for the service concept, the research team conducted an FGD (Focus Group Discussion) with related parties to determine the competencies and materials that would be presented to the community regarding the establishment of a business incubator. When the instruments for service materials already existed, the researchers conducted a limited survey of several community parties related to business incubators and community civics.

The process of implementing the service begins with holding a seminar by three resource persons which will be delivered by business management experts, creative economics experts (ekraf), and lecturers. These three speakers will convey competence and knowledge related to their respective fields. However, before the seminar is held, a pre-test will be distributed regarding community knowledge related to the creative economy of society (economic civics) and business incubator strategies. So it is hoped that the initial provision of knowledge and competencies as well as the strategies that will be built in the business incubator can be well absorbed by the target community. After being given a knowledge seminar, the target community will be given skills by several service assistance teams including students and from the creative economy of Ciamis district. This skills and expertise process will be adjusted to the interests, talents and competencies of the community. So personally, this mentoring activity will be different. Stages or Process of Development of a Tourism Village Based Business Incubator carried out in five stages, including:

Carry out a diagnosis (diagnosing)

At this stage, it is aimed at identifying the main problems related to the potential of village businesses that can develop local wisdom, giving rise to the problem of developing a Tourism Village Based Business Incubator Development program. The approach to carrying out diagnosis uses individuals and groups to diagnose problems that can hinder the development of development programs

Tourism Village Based Business Incubator. The problem diagnosis process is carried out through interviews and observations with policy holders, students and tourism village implementers.

Make an action plan (action planning)

This stage is a continuation of the results of the diagnosis of problems in the development of the Tourism Village Based Business Incubator Development program, the action plan carried out by the research team involving the community, policy holders and tourism village implementers, so that they can create an action plan that is in line with the needs and characteristics of the region.

Take action (action taking)

Each plan that has been determined is then carried out with integration from all parties who have a function in developing a Tourism Village-Based Business Incubator. This activity includes sorting out regional potential in the form of food, nature, handicrafts and local culture. This activity approach is carried

out continuously and sustainably with the aim of developing tourist villages in accordance with regional potential.

Carrying out evaluations

This evaluation stage is aimed at finding out any discrepancies between activity plans and activity implementation. In practice, evaluation activities are carried out every two weeks which aim to see activity achievements and obstacles that occur in the field. Apart from that, at this stage we also look at the situation of tourists regarding the Development of Tourism Village Based Business Incubators.

Learning (learning)

This final stage is a very important aspect, because all the criteria in developing the Tourism Village-based KKN program are evaluated by the researcher and communicated to the client, then the researcher and client reflect on the results of the implementation of the activity, the results obtained are then explained in detail and the implications that occur as a result. Development of a Tourism Village Based Business Incubator.

Results and Discussion

Service activities have resulted in several discussions being held including:

Preparation

Preparatory activities for this service are carried out through several strategic and systematic steps which are adapted to the form of the service program in creating a tourist village business incubator as follows:

Step 1: Identify and Analyze Program Needs

The first and main step in this program is to conduct a preliminary and field survey to determine the community's needs for the development of a tourist village business incubator. Researchers and villages as well as several village creative economy representatives held a meeting to find out the extent to which these needs need to be met through community service activities in creating a tourist village business incubator in Jalatrang Village, Ciamis Regency.

Step 2: Coordinate Tasks and Division of Work

Coordinating tasks and division of work is a process of obtaining information (data) about a position of parties involved in extension (committee, facilitator and participants/teachers) for the preparation of certain standards. In general, to divide work, you can do the following steps:

- a) Analyzing Job Descriptions (*Job Description*);
- b) Analyzing task specifications;
- c) Analyze qualifications;

Step 3: Determining the location and participants for the outreach

Based on the stages above, it can be seen that there are various classifications of participants according to service needs, consideration of the number of participants, possible locations and adequate facilities for determining the target audience. Researchers conducted a survey of the team's secretarial location which was carried out in residents' rented houses. This is done to facilitate communication and field coordination. After consideration with the service team in a forum, the target participants for the tourism village business incubator program included the Jalatrang Village Community, the Jalatrang Village Government, and tourism managers .

Step 4: Formulate Business Incubator Goals

Determining the objectives of the service program in realizing a tourist village business incubator in Jalatrang village, Ciamis Regency, which includes:

- a) *Village Economic Development* The main objective of this program is to develop the economy of Jalatrang Village through the establishment of a business incubator. The business incubator will become a center for developing and fostering local businesses in the field of village tourism. With the business incubator, it is hoped that the community can develop sustainable tourism businesses, increase their income and welfare.
- b) *Increasing Tourism Potential* This program aims to optimize the tourism potential of Jalatrang Village. Through the business incubator, assistance and training will be provided to village residents who want to develop businesses in the tourist village sector, such as homestays, local culinary delights, handicrafts and other tourism activities. It is hoped that with the business incubator, the tourism potential of Jalatrang Village can be better managed, attract tourists and provide economic benefits to the local community.
- c) *Empowering Local Entrepreneurs* This program also aims to empower local entrepreneurs in Jalatrang Village. The business incubator will provide facilities and resources, such as training, business consulting, access to business capital, and business networks. With the existence of a business incubator, it is hoped that local entrepreneurs can develop their skills and knowledge, improve the quality of products and services, and expand their markets and business networks.

Step 5: Design a tourist village business incubator program

The process of implementing the service begins with holding a seminar by three resource persons which will be delivered by business management experts, creative economics experts (ekraf), and lecturers. These three speakers will convey competence and knowledge related to their respective fields. However, before the seminar is held, a pre-test will be distributed regarding community knowledge related to the creative economy of society (economic civics) and business incubator strategies. So it is hoped that the initial provision of knowledge and competencies as well as the strategies that will be built in the business incubator can be well absorbed by the target community. After being given a knowledge seminar, the target community will be given skills by several service assistance teams including students and from the creative economy of Ciamis district. This skills and expertise process will be adjusted to the interests, talents and competencies of the community. So personally, this mentoring activity will be different.

Implementation of Service

From the roadmap designed by researchers, it can be seen that there are several steps to be implemented to develop a tourism village-based business incubator in Jalatrang Village, Ciamis Regency. First, researchers diagnosed several economic problems faced in this village, especially those felt during the Covid-19 pandemic. Researchers surveyed the community, what their economic situation was before and after experiencing the Covid-19 pandemic. Have there been any significant changes, have they even lost their jobs so they are less than optimal in meeting their needs optimally? So a roadmap of program needs was created which can be seen in Figure 1 below.

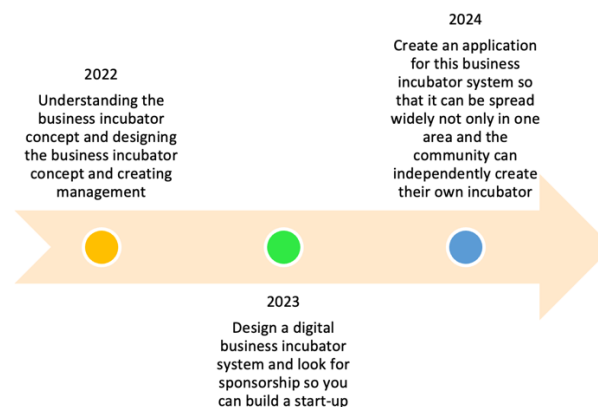


Figure 1. Roadmap for Program Stages

(Source: Team Development Results, 2022)

After making a diagnosis, researchers and partners designed a business incubator strategy system plan that would be run by creative economy community groups in the village. However, beforehand, the public was given recognition regarding post-pandemic economic recovery through the development of business incubators that will be run in the future. So by conducting seminars and providing expert assistance to the community, it is hoped that the community's abilities, knowledge, skills and will will become even better. And the public feels that they have a high level of awareness in upgrading their knowledge regarding the management and management of the business they will start from now on in order to face the post-pandemic future. After being given recognition, the community together with the research team carried out the business incubator development process that had been previously agreed upon. This *action plan* is implemented by the relevant parties involved. Namely, the village government, tourism managers and community groups who will develop the creative economy through the business incubator that will be run. Assistance for the Tourism Village Based Business Incubator Development program is a collaboration between universities, students, village government, tourism village managers and the community. This is intended to ensure that every element develops its economic and tourism potential, especially all the potential that exists in Jalatrang Village, Ciamis Regency. The following is a collaboration process between universities, government and society.

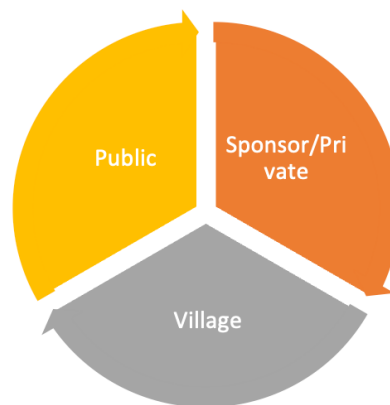


Figure 2. Collaboration between the parties involved

(Source: Team Development Results, 2022)

The synergy of these three parties is very necessary, namely the village government, community and tourism managers in the village must coordinate and communicate effectively in order to create an effective business incubator system. The process of developing this business incubator will run well if the support and motivation from several parties is in line with the initial objectives to be created. The orientation of business incubator development at this early stage is not on profit, but on how people's skills in developing this business are carried out effectively, so that it will indirectly have an impact on increasing people's business results from sales of the products they market. Stages or Process of Development of a Tourism Village-Based Business Incubator in Jalatrang Village, Ciamis Regency carried out in five stages, including:

Carry out a diagnosis (diagnosing)

At this stage, it is aimed at identifying the main problems related to the potential of village businesses that can develop local wisdom, giving rise to the problem of developing a Tourism Village Based Business Incubator Development program. The approach to carrying out diagnosis uses individuals and groups to diagnose problems that can hinder the development of development programs. Tourism Village Based Business Incubator. The problem diagnosis process is carried out through interviews and observations with policy holders, students and tourism village implementers.

Make an action plan (action planning)

This stage is a continuation of the results of the diagnosis of problems in the development of the Tourism Village Based Business Incubator Development program, the action plan carried out by the research team involving the community, policy holders and tourism village implementers, so that they can create an action plan that is in line with the needs and characteristics of the region.

Take action (action taking)

Each plan that has been determined is then carried out with integration from all parties who have a function in developing a Tourism Village-Based Business Incubator. This activity includes sorting out regional potential in the form of food, nature, handicrafts and local culture. This activity approach is carried out continuously and sustainably with the aim of developing tourist villages in accordance with regional potential.

Learning (learning)

This final stage is a very important aspect, because all the criteria in developing the Tourism Village-based KKN program are evaluated by the researcher and communicated to the client, then the researcher and client reflect on the results of the implementation of the activity, the results obtained are then explained in detail and the implications that occur as a result. Development of a Tourism Village Based Business Incubator.

Conclusion

The service activities for developing a tourism village business incubator in Jalatrang village, Ciamis Regency, were carried out well. A seminar was held by three experts with the aim of conveying competence and knowledge related to business, economics and the creative economy. Apart from that, skills training has also been provided by the accompanying team tailored to the community's interests, talents and competencies. Through this series of activities, efforts have been made to develop business incubators to improve people's skills in developing businesses effectively. So that there will be an increase in people's business results from sales of the products they market.

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