

Tourism Object Development Pattern in Sungai Raja Village, Jelai District, Sukamara District, Central Kalimantan

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DOI: <https://doi.org/10.52403/ijrr.20250171>

ABSTRACT

Desa Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan, has natural and cultural potential that has the opportunity to be developed into a leading tourist destination. This research aims to formulate a model for developing tourism objects based on sustainable local potential using a quantitative approach through surveys, field observations and structured interviews. The research results show the potential for ecotourism in rivers, mangrove forests and local cultural diversity. However, obstacles such as limited infrastructure, lack of promotion and community participation are the main challenges. The proposed model emphasizes synergy between government, society, and the private sector through increasing human resource capacity, improving infrastructure, and effective promotional strategies. Apart from that, the integration of digital technology for tourism promotion and destination management is also proposed as an innovative step. Training and community empowerment programs in the tourism sector are also part of this model to create professional destination management. It is hoped that this model can increase tourist visits, strengthen the local economy, and preserve the local environment and culture, making Sungai Raja Village a leading destination in Central

Kalimantan that contributes to the development of sustainable tourism.

Keywords: *Development Model, Tourist Attractions, Sungai Raja Village, Sustainable Tourism, Central Kalimantan*

INTRODUCTION

Tourism is the activity of human travel outside their place of residence without the aim of earning a living (Faris, 2014). This sector has great potential in improving the economy, creating jobs, and encouraging infrastructure development. Tourism development aims to utilize regional potential through integrated resource management, both from economic, social and ecological aspects. One strategic approach in tourism development is the concept of tourist villages, namely rural areas with unique characteristics that can become tourist destinations. This concept involves local communities in tourism management based on local wisdom (Pamela, 2016).

Tourism is an activity that is in great demand by the community, even tourism activities are a strong sector in improving the world economy (Hariyanti et al, 2023). Ecotourism is a form of travel to enjoy ecosystem services in the form of beauty that does not damage the ecosystem itself (Heriyanti et al, 2023). Sungai Raja Village, Jelai District, Sukamara Regency, Central

Kalimantan, is a village that has great potential to be developed as a tourist village. The main attractions include Tanjung Nipah Beach with natural pine forests, shrimp ponds, mangrove forests rich in biodiversity, and the culture of the Dayak Melayu community that is still preserved.

Ecotourism management requires the active involvement of the community around the area, because the surrounding community is directly affected (Ramadan et al, 2023) of these activities. The potential is strengthened by institutional support through the Tanjung Nipah Tourism Awareness Group (Pokdarwis) which was formed in 2018 with 20 local community members. Pokdarwis is responsible for managing tourist attractions, providing tourism services, and promoting tourism (Regional Regulation, 2012). Sungai Raja Village has been designated as a strategic area for coastal-based tourism in the Sukamara Regency RTRW 2012-2032 (Regional Regulation, 2013) and is a priority for tourism development according to the Sukamara Regency RPJMD 2018-2023 (Regional Regulation, 2015). Efforts to manage tourism in this village face challenges in the form of limited infrastructure, human resource capacity, and less than optimal tourism promotion (Regional Regulation, 2017). Therefore, a model of tourism development based on sustainability and community empowerment is needed (Tau et al., 2024). This study aims to examine the tourism object development model in Sungai Raja Village by involving the roles of tourists, the community, and the government.

The research results are expected to contribute to the preparation of strategic policies, such as the Regional Tourism Development Master Plan (RIPPARDA) and village tourism management master plan. With this approach, it is hoped that tourism management in Sungai Raja Village can run optimally, sustainably, and provide economic, social, and ecological benefits. In addition, this management model can strengthen Pokdarwis institutions and

encourage tourism promotion to regional, national, and international levels, so that Sungai Raja Village can become a leading tourist destination in Central Kalimantan.

MATERIALS & METHODS

Research Location

Sungai Raja Village is one of the villages located in Jelai District, Sukamara Regency, Central Kalimantan Province. Tanjung Nipah Beach Tourism Area, Sukamara Regency is located in the southern part of Sukamara Regency. Geographically, this area is a coastal area which has a flat topography. The condition of the soil structure is Alluvial Landform Group soil with a group of soil formed from sedimentary rock parent material containing sand, clay and plant waste and is easily eroded. The vegetation in this tourist area is in the form of grass and invitation pine trees, which are one of the rare trees for coastal areas. Apart from that, vegetation in the form of coconut trees and other types of residential vegetation in Central Kalimantan also occupy community space/land. Can be seen in (Figure 1)

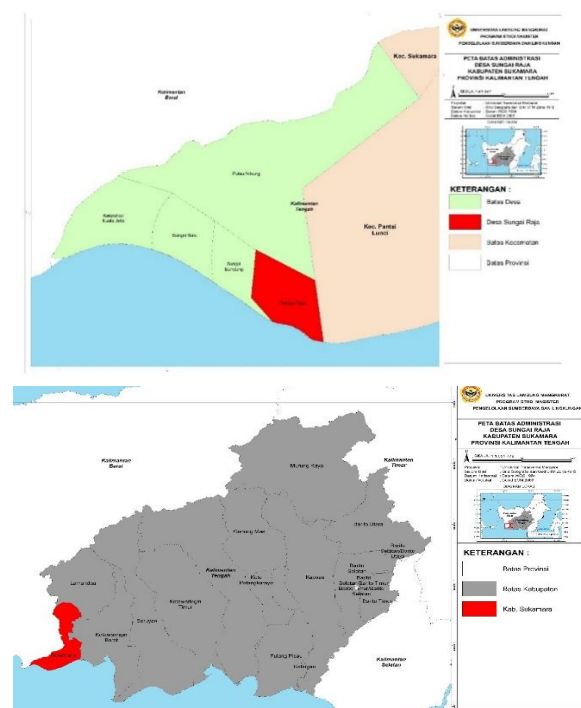


Figure 1. Research Location in Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan.

Place and Time

When this research was conducted in Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan, precisely in Sungai Raja Village, from 1 October 2024 to 20 November 2024.

Tools and materials

1. Data Collection Tools

- Questionnaire: Collects quantitative data from respondents through structured questions.
- Voice Recorder: Record interviews with sources to ensure data accuracy.
- Camera: Documents the condition of tourist attractions during field observations.
- Whiteboard or Laptop: Record the results of observations and interviews in an organized manner.

2. Research Materials

- Documents and Archives: Secondary data from policies, reports and regulations related to the tourism development of Sungai Raja Village.
- Related Literature: Books, articles, and scientific publications that support the analysis and theoretical basis of the research.

Sampling Techniques

Data collection in this research uses a sampling method, namely taking a portion of the population to serve as a representation. Methods used include:

1. Purposive Sampling: Selection of informants based on certain criteria that are relevant to the research objectives, such as those who are directly involved in managing tourist attractions in Sungai Raja Village.
2. Census Sampling: All members of the population were sampled, such as all 20

members of the Sungai Raja Village Pokdarwis.

3. Homogeneous Sampling: Selection of respondents with similar characteristics, namely visitors to tourist attractions in Sungai Raja Village.

This method is used to obtain representative data from local communities and tourists in order to understand their respective roles in managing tourist attractions.

Data Analysis

1. Analysis of Tourism Potential

In analyzing the tourism potential of a tourist attraction, one of the methods used is to use the 4A criteria which consist of:

- Attractions: The main attractions include natural beauty, culture, history and tourist activities that attract visitors.
- Amenities: Supporting facilities such as accommodation, restaurants, toilets, parking and other public facilities that increase tourist comfort.
- Accessibility: Ease of access to tourist attractions via roads, transportation and affordable travel distances.
- Ancillary: Supporting services, including tour managers, guides, recreational activities, and souvenir availability to support the tourist experience.

Assessment Weight

1. Assessment of each criterion uses a Likert scale, with the following value options:

1. Very Bad
2. Bad
3. Enough
4. OK
5. Very Good

Formula:

Weighted Score

$$= \sum (\text{Criterion Score} \times \text{Criterion Weight} / 100)$$

Weighted Score

$$= \sum (100 \times \text{Criterion Score} \times \text{Criterion Weight})$$

Table 1. Assessment Weight

No	Criteria	Variables	Sub Variables	Indicator	Weight %	Scoring Scale	Object Location Tour
1	Attraction	Attractiveness Natural	Aspect Quality	Natural	15	1-5	

		Cultural Attractions	Aspect Quantity	Cultural	15	1-5		
		Artificial Attraction	Aspect Quality	Artificial	15	1-5		
2	Amenities	Public facilities	Aspect Quantity and Aspect Quality	Toilet	5	1-5		
				Seat				
Photo Spot								
The hut								
Place Sales								
		Cleanliness	Aspect Quality and quantity cleanliness	Condition Place rubbish or TPS	5	1-5		
				Amount Point Rubbish				
3	Accessibility	Road	Aspect Road Quality	Condition Road Paving	5	1-5		
				Types of Road Pavement				
		Transportation	Mode Type Transportation	Fashion Public Transportation	10	1-5		
				Fashion Transportation Personal				
				Transportation Routes				-
				Aspect Quantity and Aspect Quality Facility Supporter Transportation				Stop
								Place Parking
								Directions
		Information boards						
			Object Floor Map Tour					
4	Ancillary	Institutional	Organization	-	10	1-5		
		Security	Service Security	-	10	1-5		
		Environmental Sustainability	Management Environment	-	10	1-5		
Total Score		100%						
Weighted Score								

Source: Instructions Practice field Subject Ecotourism and Environmental Services , Faculty Forestry University of Lambung Mangkurat , 2023

2. Analysis of Respondent Roles

In this research, the Likert Scale is used to assess how important the role of the community and government is in developing tourist attractions in Sungai Raja Village, Jelai District, Sukamara Regency. The steps taken are:

- A. Developing a Questionnaire: The questionnaire is prepared for people who play an active role in the management and government of tourist attractions.
- B. Likert Scale Score: Assessment uses five criteria, namely:
 - 75% - 100% = Very Important
 - 50% - 74% = Playing a role
 - 25% - 49% = Lack of role
 - 0% - 24% = No Role

C. Key Informants: Key informants were selected to provide in-depth insight into the role of society and government in developing tourist attractions through interviews.

This method aims to determine the contribution of the community and government to the management of tourist attractions.

3. Design Model

The tourist attraction development model in Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan is the result of analyzing tourism potential and analyzing the role of respondents using a Site Planning approach which includes

various zones and facilities to create a comfortable and environmentally friendly tourist experience. As follows:

1. Entrance and Reception Zone: Distinctive main gate, large parking area and information center for visitors.
2. Nature Tourism and Ecotourism Zone: River observation point, riverwalk area with boat facilities, and ecotourism experiences.
3. Education and Culture Zone: Local culture gallery, environmental education area, and traditional craft and food center.
4. Recreation Zone and Play Area: Family playground, picnic area and Instagrammable photo spots.
5. Public Facilities Zone: Local canteen, clean toilets and separate rubbish bins to support cleanliness.
6. Lodging and Homestay Zone: Lodging made from natural materials and partnerships with local residents for homestay management.
7. Circulation Systems and Transportation Routes: Environmentally friendly pedestrian, bicycle and transportation routes.
8. Environmental Management: Waste processing, environmental quality monitoring programs, and nature conservation.
9. Long Term Development Plan: Involvement of local communities in tourism management, capacity training, and regular monitoring and evaluation.

This development model aims to create a tourist destination that is attractive, sustainable and provides direct economic benefits for the people of Sungai Raja Village.

Stages of Creating a Development Model Design

The stages of creating a development model design are divided into two as follows:

Map Creation

Creating a location map requires systematic steps that involve collecting, processing

geographic data, and visualizing the results. These stages include:

1. Geospatial Data

- Data source: Google Earth or other official sources.
- Data type: geographic coordinates, administrative boundaries (village, sub-district, district), infrastructure, land use, topography, and SHP files.

2. Field Data

- Use of GPS to determine strategic location points directly.
- Collection of additional attribute data such as location names and their functions.

3. Data Processing

- Software: GIS (example: ArcGIS 10.8).
- Work steps:
 - Data Input: Entering coordinate and attribute data into GIS software.
 - Digitization: Creating layers in the form of polygons, lines, or points.
 - Classification: Grouping data according to theme (for example, tourism zones or conservation areas).
 - Georeferencing: Adjusting data to a coordinate system (example: WGS84).

4. Map Design

- Main map elements: title, legend, scale, north, and data source.
- Layout: using colors and symbols that are easy to understand.

5. Map Presentation

- Digital format: JPEG, PNG, PDF, or printed version to include in the research report.

Design Plan

This method involves several approaches:

1. Google Earth

Using the Google Earth application to identify boundaries, topography, and environmental conditions of Sungai Raja Village.

Helping determine strategic points as a basis for planning tourist areas.

2. Manual Design

Initial sketches using paper and pencil to map the potential and shortcomings of tourist attractions.

Facilitates the process of identifying and developing areas in a structured manner.

3. SketchUp Application

Converting manual designs into 3D models for more realistic visualization.

Presenting tourism elements in detail, facilitating understanding, and supporting concept development effectively.

RESULT

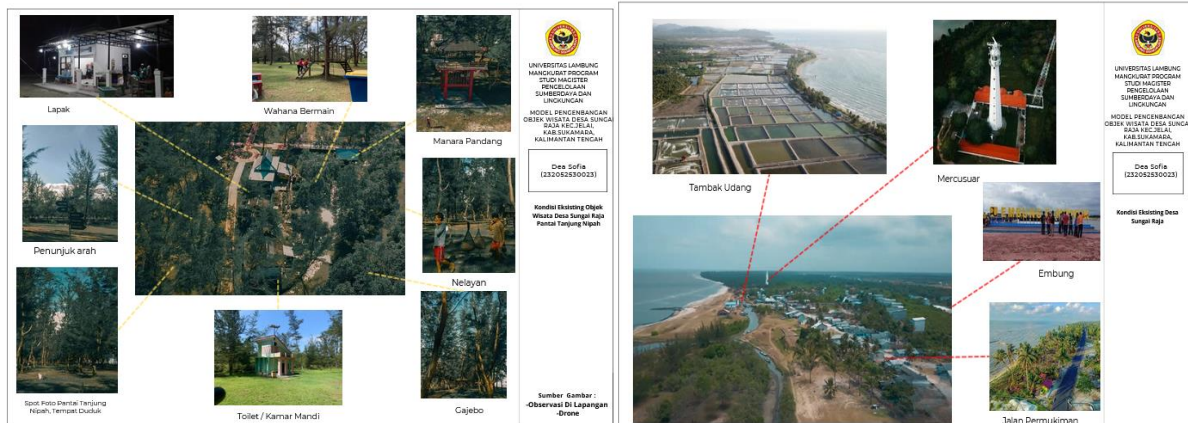


Figure 2 Existing Condition of the Sungai Raja Village tourist attraction, Jelai District, Sukamara Regency, Central Kalimantan

Attraction

1. Natural Attraction

The natural attractions are Tanjung Nipah Beach, white sand, pine trees and a comfortable atmosphere, and the Mangrove Forest as a lush flora and fauna ecosystem, a habitat for wild animals such as gibbons, as well as a reforestation program by the Forestry Service in 2025.

2. Cultural Attraction

The cultural attraction has the traditional traditions of the Tiwah Ritual, Manetek Pantan, and typical wedding ceremonies of the coastal Malay Dayak tribe. And have traditional foods Gangan Humbut, Lemang Buluh, and Coto Manggala, which reflect the blend of Dayak and Malay cultures.

3. Artificial Attraction

The artificial attractions include the tourist facilities of the View Tower, Lighthouse, and Playground Park as educational tourist attractions., Agrotourism, local fruit gardens (dragon fruit, Pontianak oranges, bananas) which offer unique tourist experiences and

1. Tourism Potential Analysis

Sungai Raja Village, in Jelai District, Sukamara Regency, Central Kalimantan, has potential tourist attractions that can be developed. The tourism potential analysis aims to assess the characteristics of this village through several aspects: Attraction, Amenities, Accessibility, and Ancillary (Institutions). Can be seen in (Figure 2).

Vaname Shrimp Farms: Support the economy local and has the potential to become a tourist attraction in the future.

This attraction makes Sungai Raja Village have great potential to be developed as a leading tourist destination based on nature, culture, and man-made.

Amenity

Amenities or supporting facilities in Sungai Raja Village, Sukamara Regency, Central Kalimantan, include various facilities that support tourism experiences in the area. Considering that Sungai Raja Village has natural and cultural tourism potential, the amenities that can be provided or developed are as follows:

Table 2. Amenities of Sungai Raja Village

No	Facilities	Number (Pieces)
1.	Gazebo	11 (pieces)
2.	Observation Tower	2 (pieces)
3.	Kiosk / Stall	5 (pieces)
4.	Pergola	4 (pieces)
5.	Toilet + Changing Room (Shower)	4 (Pieces)
6.	Bridge	2 pieces)
7.	Entertainment Stage	1 piece)
8.	Beach Icon	1 piece)
9.	Parking lot	2 pieces)
10.	prayer room	1 piece)
12.	Water reservoir	4 (Pieces)
13.	Guardhouse	1(Piece)

Accessibility

Accessibility to Sungai Raja Village includes road quality, transportation modes, transportation routes, directions, tourist attraction maps, and information. Road access to this village is dominated by land routes via the Provincial Road (Lunci-Jelai) with good asphalt road conditions, although in Sungai Tabuk Village it is still a rocky pavement. Available modes of transportation include private vehicles, motorcycle taxis, and Damri buses, while tourists from outside Kalimantan can take a plane to Iskandar Airport, Pangkalan Bun, before continuing their journey overland (Khasanah et al., 2022). Directions are available but need improvement to be clearer and more effective. Tourist maps at the location are not yet available, so their provision is needed to make it easier for visitors. Information about this village is mostly obtained through social media, but promotional strategies need to be improved to be more effective in attracting tourists (Harianto et al., 2023).

Support (Ancillary)

Institutional

Local Government The Tourism and Culture Office manages tourism promotion and development; The Environmental Service oversees cleanliness and conservation; The Public Works Service is responsible for road infrastructure and public facilities.

Village Government: Supports daily management and involves the local community.

Pokdarwis: Tourism awareness groups tasked with maintaining cleanliness, guiding tourists, and organizing local events.

Security Services

Security services include security posts at the entrance and strategic points, guarded by officers during operating hours, CCTV is installed at the entrance area and needs to be expanded to other areas, security officers are already from Pokdarwis members, safety signs are available at risk points such as near the beach area

Environmental Management

Environmental management such as waste management, separation of organic and non-organic waste at tourist locations is not yet available. This supporting service aims to improve the comfort, safety, and sustainability of tourism in Sungai Raja Village.

4. Weighting of Tourism Potential Value Weighting Scale

Weighting Scale (Likert Scale)

- 1 = Very Unsatisfactory/Disagree
- 2 = Unsatisfactory/Disagree
- = Quite Satisfactory/Neutral
- = Satisfactory/Agree
- = Very Satisfactory/Strongly Agree
- Weight of Each Criteria

The weight of the criteria variables can be seen in table 3.

Table 3. Criteria Weight

No	Variables	Weight %
1	Natural Attraction	15
2	Cultural Attractions	15
3	Artificial Attraction	15
4	Public facilities	5
5	Cleanliness	5
6	Road	5
7	Transportation	10
8	Institutional	10
9	Security	10
10	Environmental Sustainability	10

Source: Field Practical Instructions for Ecotourism and Environmental Services Course, Faculty of Forestry, Lambung Mangkurat University, 2023

• Formula

Calculate the weighted score for the Sungai Raja Village Tourist Attraction, Jelai District, Sukamara Regency, Central Kalimantan. using the following formula:

$$\text{Weighted Score} = \sum (\text{Criteria Score} \times \text{Criteria Weight} / 100)$$

$$\text{Weighted Score} = \sum (100C - \text{criteria Score} \times \text{Criteria Weight})$$

• Interpretation of Results

The total average score of all respondents is used to determine the success of the Sungai Raja Village tourist attraction, Jelai District, Sukamara Regency, Central Kalimantan. Can be seen in Table 4.

Table 4. Total Score

No	Respondent Name	Total Score
1	Respondent 1	5
2	Respondent 2	4
3	Respondent 3	4
4	Respondent 4	4
5	Respondent 5	4
6	Respondent 6	4
7	Respondent 7	4
8	Respondent 8	4
9	Respondent 9	4
10	Respondent 10	4
11	Respondent 11	4
12	Respondent 12	4
13	Respondent 13	4
14	Respondent 14	4
15	Respondent 15	5
16	Respondent 16	4
17	Respondent 17	4
18	Respondent 18	4
19	Respondent 19	4
20	Respondent 20	4

Based on the results of the tourism potential analysis, as many as 20 respondents responded to the tourist attraction in Sungai Raja Village, Jelai District, Sukamara Regency. Of the total respondents, 18 respondents had a total score of 4, while 2 respondents had a total score of 5. This shows that the Sungai Raja Village tourism program.

2. Role of Respondents

In the criteria, respondents used a Likert scale to measure the level of government role and community role in the tourist attraction of Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan.

• Criteria

75% - 100% = Very Involved

50% - 74% = Involved

25% - 49% = Less Involved

0% - 24% = Not Involved

Classification of Criteria Based on the Likert Scale as follows:

- Very Involved (75% - 100%): The government and community play a full role, including management, community empowerment, and regulatory support.
- Involved (50%-74%): Government and community contribute, but there is still room for improvement.
- Less Involved (25%-49%): Government and community contributions are limited or less significant.
- Not Involved (0%-24%): No visible contribution from the government and community.

Based on interviews, the results show that the government and community play a very important role (75%-100%) in developing the Sungai Raja Village tourist attraction. This tourist attraction is managed by the Sukamara Regency Tourism Office (Disporapar), with active community support through the formation of the Tanjung Nipah Pokdarwis, which consists of 20 local community members. This collaboration includes management, promotion and development of tourist facilities, according to indicators on a Likert scale.

3. Development Patterns

Site planning based on local potential in the development pattern is designed by utilizing the unique potential of Sungai Raja Village, which can be seen (in Figure 3)



Figure 3 Design of Tourism Object Development Pattern for Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan

- Local Settlements: Utilized as cultural-based tourist attractions.
- Vaname Shrimp Ponds: Developed as educational and economic tourism based on fisheries.
- Tanjung Nipah Beach: Improved facilities for leading natural tourism destinations.
- Mangrove Forest: Made into ecotourism with trekking and river tracing paths.
- Fruit Gardens: Opened as agrotourism, allowing tourists to enjoy local harvests.
- Development of Infrastructure and Supporting Facilities
- Community-Based Homestays: Supporting the concept of community-based tourist villages.
- Arranged Parking Areas: Facilitate visitor access and comfort.
- Supporting Facilities: Provision of public toilets, environmentally friendly trash bins, and rest rooms.

Commitment and Main Goals

- Environmental Sustainability: Green Open Space (RTH) allocation of 30% ensures environmentally friendly management.
- Main Objective: To make Sungai Raja Village an integrated tourist village with environmentally friendly concepts, culture and modernization of facilities, which is able to increase tourist attraction and the local economy in a sustainable manner.

CONCLUSION

Sungai Raja Village has the potential to become an ecotourism, educational and cultural tourism destination with natural and cultural attractions supported by the Tanjung Nipah Pokdarwis. Strengthening accessibility, facilities, and services is still needed to support sustainable management. The role of government and community in the development of Sungai Raja Village tourism is classified as Very Important (75%-100%). The government plays a role as a driver of regulation, infrastructure and promotion, while the community through Pokdarwis Tanjung Nipah is active in tourism management. This collaboration improves local economic welfare and environmental preservation. The Sungai Raja Village tourism development model integrates environmental conservation, community empowerment and local potential management. The government acts as facilitator, the community as the main manager through Pokdarwis, and the private sector as strategic partners. This model aims to increase tourist visits, the local economy and environmental preservation with the principles of sustainable tourism.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: No conflicts of interest declared.

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How to cite this article: Dea Sofia, Emmy Sri Mahreda, Basir Achmad, Abdi Fithria. Tourism object development pattern in Sungai Raja Village, Jelai District, Sukamara District, Central Kalimantan. *International Journal of Research and Review*. 2025; 12(1): 630-639. DOI: <https://doi.org/10.52403/ijrr.20250171>
