

## DAFTAR PUSTAKA

- Abudi, Miranti Khairunisa, Sri Nuryatin Hamzah, and Faizal Kasim. 2022. "Co-Management Mangrove Ecosystem in The Langge Village, Anggrek District, North Gorontalo Regency." *Acta Aquatica: Aquatic Sciences Journal* 2:76–87. doi: 10.29103/aa.v9i2.6324.
- Adhari, Ayuna, Muhammad Deffa Ray, and Muhammad Rizky Mahvi. 2025. "Aspek Pemasaran." *PENG: Jurnal Ekonomi Dan Manajemen* 2(2):2427–37. doi: 10.62710/mc4xer21.
- Agung, Ananda Kusuma, Achmad Yanu, Alif Fianto, Fakultas Ekonomi, and Universitas Agustus Surabaya. 2026. "Pengaruh Promosi Media Sosial , Citra Destinasi Dan Fasilitas Terhadap Minat Berkunjung Kembali Kebun Raya Mangrove Wonorejo Kota Surabaya." 4(4):12633–42.
- Akmal, Maulana Muhammad, Yoga Aldi Febrian, Mafri Az Zahra, and Angga Dutahatmaja. 2024. "Pentingnya Hubungan Bisnis Dan Kualitas Layanan Dalam Meningkatkan Kinerja Perusahaan Di Era Digital." *Jurnal Ilmiah Research Student* 1(5):53–60.
- Alfandi, Desrian, Rommy Qurniati, and Indra Gumay Febryano. 2019. "Partisipasi Masyarakat Dalam Pengelolaan Mangrove (Community Participation in Mangrove Management)." *Jurnal Sylva Lestari* 7(1):30–41. doi: 10.23960/jsl1730-41.
- Ananda, Yonna, Edwin Rizal, and Asep Saeful Rohman. 2025. "Pemetaan Pengetahuan Terhadap Perkembangan Penelitian Kebutuhan Informasi Pada Database Scopus Menggunakan VOSViewer." *Informatio: Journal of Library and Information Science* 5(1):49–66. doi: 10.24198/inf.v5i1.59622.
- Angio, Melisawati H., Elga Renjana, Linda Wige Ningrum, Elok Rifqi Firdiana, and Rony Irawanto. 2022. "Inventory of Plants in the Mangrove Botanic Garden of Gunung Anyar and Their Potential as Medicinal Plants." *Jurnal Penelitian Kehutanan Wallacea* 11(1):53–70. doi:

10.18330/jwallacea.2022.vol11iss1pp53-70.

Anisatun Nurul Uluwiyah. 2022. *Strategi Bauran Promosi (Promotional Mix) Dalam Meningkatkan Kepercayaan Masyarakat*.

Ariesti, Windi, Anggraeni Ferdinandus, Sampe Alfonsius, Rahyuniati Setiawan, Wati Susilawati, Ende Rezky, Amalia Hamka, Hidayatullah Musnaini, Dewi Rosaria, Ni Putu, Widhia Rahayu, Amalia Nadifta, Ulfa Ayu, Ekasari Abner, Tahendrika Armanto, and Witjaksono Listiawati. 2023. *Manajemen Pemasaran*.

Arifin, Mohammad, Evi Farsiah Utami, and Desita Rizky Amelia Kusumaningtyas. 2024. "Development of The Mangrove Environmental Sustainability Strategy (Mess) Model as an Integration of Business And Environmental Conservation." *JMM17: Jurnal Ilmu Ekonomi Dan Manajemen* 11(2):84–95. doi: 10.30996/jmm17.v11i2.11126.

Aris, Nurulhuda. 2019. "Strategi Pemasaran Uptd Kebun Raya Jompie Dalam Meningkatkan Kunjungan Wisatawan Di Kebun Raya Jompie (Analisis Pariwisata Syariah)." *Penambahan Natrium Benzoat Dan Kalium Sorbat (Antiinversi) Dan Kecepatan Pengadukan Sebagai Upaya Penghambatan Reaksi Inversi Pada Nira Tebu*.

Arsyad, Yolandika. 2023. "Pariwisata Berbasis Komunitas Sebagai Strategi Pemberdayaan: Tinjauan Konseptual Dari Perspektif Pendidikan Nonformal." 7(2):1–7.

Arsyat, Arsyat, and Eliyanti Agus Mokodompit. 2025. "Digital Intelligence Dan Agilitas Strategis Dalam Manajemen Sumber Daya Manusia Sektor Publik: Tinjauan Konseptual Dan Implikasi Kebijakan." *RIGGS: Journal of Artificial Intelligence and Digital Business* 4(4):7547–53. doi: 10.31004/riggs.v4i4.4834.

Aslamiyah, Febianti, Rifka Adila Windarti, Septa Farleni, and Vicky F. Sanjaya. 2024. "Pendekatan Resource-Based View (RBV) Dalam Manajemen Bisnis:

Strategi Untuk Keunggulan Kompetitif Yang Berkelanjutan.” *Jurnal Manajemen Bisnis Syariah* 1(2):176–83.

Astuti, Hartiningsih, Santi Wijaya, and Mei Agustina. 2023. “Implementasi Marketing Mix 7P Pada Usaha Mikro Kecil Dan Menengah.” *Referensi : Jurnal Ilmu Manajemen Dan Akuntansi* 11(1):1–14. doi: 10.33366/ref.v11i1.4416.

Astuti, Putu Cindy Ayudia, I. Gede Putra Nugraha, and Putu Dian Yuliani Paramita. 2024. “Strategi Bauran Pemasaran Ekowisata The Sila’s Agrotourism Bedugul Dalam Meningkatkan Kunjungan Wisatawan.” *Jurnal Ilmiah Pariwisata Dan Bisnis* 3(7):1198–1204. doi: 10.22334/paris.v3i7.837.

Ayu, Katriani Puspita, and Desie Andreastuti. 2025. “Adaptive Co-Management Kearifan Lokal Dalam Tata Kelola Lingkungan Berkelanjutan Di Kabupaten Gunung Mas.” 5(2).

Ayuningtiyas, Galuh Ajeng, Muhammad Khairul Anwar, Dian Ferriswara, Liling Listyawati, and Damajanti Sri Lestari. 2025. “Visitor Growth Strategies: Evaluating the Effectiveness of Tourism Marketing at Kebun Raya Mangrove Surabaya.” *An International Journal Tourism and Community Review* 2(2):77–84. doi: 10.69697/tourcom.v2i2.281.

Azis, Shazmin Shareena Ab, Ibrahim Sipan, Maimunah Sapri, and Ab Muin Zafirah. 2018. “Creating an Innocuous Mangrove Ecosystem: Understanding the Influence of Ecotourism Products from Malaysian and International Perspectives.” *Ocean and Coastal Management* 165(October):416–27. doi: 10.1016/j.ocecoaman.2018.09.014.

Bait, Farihatul Jennifer, Dita Pratiwi Kusumaningtyas, Hasanah Purnamasari, and Wahyu Masyita. 2023. “Strategi Bauran Pemasaran 8P Dalam Prespektif Islam.” *Management, and Business Research* 4(2):1–16.

Bandaranayake, W. M. 2002. “Bioactivities, Bioactive Compounds and Chemical Constituents of Mangrove Plants.” *Wetlands Ecology and Management*

10(6):421–52. doi: 10.1023/A:1021397624349.

Barney, Jay B., David J. Ketchen, and Mike Wright. 2011. “The Future of Resource-Based Theory: Revitalization or Decline?” *Journal of Management* 37(5):1299–1315. doi: 10.1177/0149206310391805.

Barreto, Ilídio. 2010. “Dynamic Capabilities: A Review of Past Research and an Agenda for the Future.” *Journal of Management* 36(1):256–80. doi: 10.1177/0149206309350776.

Baum, Rafał. 2021. “Sustainable Development – a Modern Understanding of the Concept.” *Annals of the Polish Association of Agricultural and Agribusiness Economists* XXIII(2):9–29. doi: 10.5604/01.3001.0015.0026.

Berkes, Fikret. 2021. *Toward A New Social Contract: Community-Based Resource Management and Small-Scale Fisheries*.

Berkes, Fikret, Robin Mahon, Patrick McConney, Richard Pollanac, and Robert Pomeroy. 2001. *Comanagement and Community-Based Management: Alternative Directions and Methods*.

Blanton, Austin, Ewane Basil Ewane, Freddie McTavish, Michael S. Watt, Kerrylee Rogers, Redeat Daneil, Irene Vizcaino, Ana Novo Gomez, Pavithra S. Pitump. Arachchige, Shalini A. L. King, G. A. Pabodh. Galgamuwa, Martha Lucia Palacios Peñaranda, Layla al-Musawi, Jorge F. Montenegro, Eben North Broadbent, Angelica Maria Almeyda Zambrano, Andrew T. Hudak, Kanokporn Swangjang, Luisa Fernanda Valasquez-Camacho, Jaime Hening Polania Vorenberg, Shruthi Srinivasan, Meshal M. Abdullah, Yassine A. R. Charabi, Wan Shafrina Wan Mohd Jaafar, Fazilah Musa, Frida Sidik, Talal Al-Awadhi, Tarig Ali, Willie Doaemo, and Midhun Mohan. 2024. “Ecotourism and Mangrove Conservation in Southeast Asia: Current Trends and Perspectives.” *Journal of Environmental Management* 365(November 2023). doi: 10.1016/j.jenvman.2024.121529.

Bukar, Umar Ali, Md Shohel Sayeed, Siti Fatimah Abdul Razak, Sumendra

- Yogarayan, Oluwatosin Ahmed Amodu, and Raja Azlina Raja Mahmood. 2023. "A Method for Analyzing Text Using VOSviewer." *MethodsX* 11(August):102339. doi: 10.1016/j.mex.2023.102339.
- Candelaria, Arizki Putri. 2024. "Upaya Meningkatkan Keamanan Lingkungan Pelestarian Dan Pengembangan Ekowisata Hutan Mangrove Wonorejo." *Journal of Integrative International Relations* 9(2):82–94. doi: 10.15642/jiir.2024.9.2.82-94.
- Cano-Ortiz, Ana, José Carlos Piñar-Fuentes, Carmelo Maria Musarella, and Juan Peña-Martínez. 2025. "Education for Environmental Sustainability Component: Innovative Strategies for Experiential Learning in Natural Contexts." *Education Sciences* 15(6):1–35. doi: 10.3390/educsci15060697.
- Carlsson, Lars, and Fikret Berkes. 2005. "Co-Management: Concepts and Methodological Implications." *Journal of Environmental Management* 75(1):65–76. doi: 10.1016/j.jenvman.2004.11.008.
- Chatterjee, Sheshadri, Ranjan Chaudhuri, Marcello Mariani, and Samuel Fosso Wamba. 2023. "The Consequences of Innovation Failure: An Innovation Capabilities and Dynamic Capabilities Perspective." *Technovation* 128(March):102858. doi: 10.1016/j.technovation.2023.102858.
- Chemam, Shaibatul '. Islamiah, Anastasia Marsha Lina Manisha Aminulrashid, Norji Nasir, Asilah Abdul Mutalib, and Zalina Ismail. 2024. "Unveiling Visitors' Delight in Mangrove Point Park As an Ecotourism Spot: An Analysis of Activities and Facilities Satisfaction." *Malaysian Journal of Sustainable Environment* 11(2):209–32. doi: 10.24191/myse.v12i1.1584.
- Churin'in, Rachma Arsyieta, Teguh Soedarto, and Dita Atasa. 2024a. "Mangrove Gunung Anyar Dengan Pendekatan Pentahelix Development of Ecotourism Area of Gunung Anyar Mangrove Botanical Garden with Pentahelix Approach." 12(4):477–89.
- Churin'in, Rachma Arsyieta, Teguh Soedarto, and Dita Atasa. 2024b.

“Pengembangan Kawasan Ekowisata Kebun Raya Mangrove Gunung Anyar Dengan Pendekatan Pentahelix.” *Jurnal Hutan Tropis* 12(4):477–89.

Costa, Micheli D. P., I. Noyan Yilmaz, Pawel Waryszak, Rory Crofts, Melissa Wartman, Pere Masqué, Brian Singleton, Gavin Singleton, Ashlyn Skeene, Lucy Friend, and Peter I. Macreadie. 2026. “Indigenous Stewardship and Co-Management in Action: A Case Study on Blue Carbon from a Mangrove Ecosystem on the Great Barrier Reef.” *Ocean and Coastal Management* 271(October 2025). doi: 10.1016/j.ocecoaman.2025.107971.

Csiki, Ottó, Krisztina Demeter, and Dávid Losonci. 2022. “How to Improve Firm Performance? – The Role of Production Capabilities and Routines.” *International Journal of Operations and Production Management* 43(13):1–26. doi: 10.1108/IJOPM-03-2022-0221.

d’Armengol, Laia, María Prieto Castillo, Isabel Ruiz-Mallén, and Esteve Corbera. 2018. “A Systematic Review of Co-Managed Small-Scale Fisheries: Social Diversity and Adaptive Management Improve Outcomes.” *Global Environmental Change* 52(May):212–25. doi: 10.1016/j.gloenvcha.2018.07.009.

Dalal-Clayton, Barry, and Stephen Bass. 2002. *Sustainable Development Strategies: A Resource Book*. 1st ed. London, England: Earthscan Publications Ltd.

Damayanti, Adelia Faradina. 2024. “Analisis Kebutuhan Pegawai Pada Unit Pelaksana Teknis Mangrove Kota Surabaya.” *INNOVATIVE: Journal Of Social Science Research* 4:19657–70.

Daud, and Sarmiati. 2023. “Fundamental Strategi Pemasaran: Marketing Mix 4P to 4A.” *Jurnal Al Mujaddid Humaniora* 9(2):2023.

Dewei, Liliana, M. Liga Surjadana, and Ramang H. Demolingo. 2023. “Manajemen Pengunjung Di Destinasi Wisata.”

Dewi, S. A. K. 2022. “Konservasi Kebun Raya Mangrove Gunung Anyar

- Surabaya Sebagai Implementasi Praktis Dalam Pelestarian Kembali Ekosistem.” *Jurnal Kewarganegaraan* 6(2):4971–77.
- Dibra, Mirjam. 2015. “Rogers Theory on Diffusion of Innovation-The Most Appropriate Theoretical Model in the Study of Factors Influencing the Integration of Sustainability in Tourism Businesses.” *Procedia - Social and Behavioral Sciences* 195:1453–62. doi: 10.1016/j.sbspro.2015.06.443.
- Dirjen PPHP. 2012. “Pedoman Umum Agrowisata.” *Repository.Pertanian.Go.Id* 1–67.
- Djakasaputra, Arifin, Oscarius Yudhi Ari Wijaya, Andrew Shandy Utama, Corry Yohana, Buyung Romadhoni, and Mochammad Fahlevi. 2021. “Empirical Study of Indonesian SMEs Sales Performance in Digital Era: The Role of Quality Service and Digital Marketing.” *International Journal of Data and Network Science* 5(3):303–10. doi: 10.5267/j.ijdns.2021.6.003.
- van Driel, Melanie, Frank Biermann, Rakhyun E. Kim, and Marjanneke J. Vijge. 2024. “The Impact of the Sustainable Development Goals on Global Policies on Sustainable Consumption and Production.” *Globalizations* 21(8):1366–82. doi: 10.1080/14747731.2024.2351301.
- Druon, Jean Noël, Josep Lloret, Joan Sala-Coromina, Laura Recasens, Sílvia Gómez, Laura Fontán Bouzas, Jordi Guillen, and Sergi Tudela. 2023. “Regional Dynamic Co-Management for Sustainable Fisheries and Ecosystem Conservation: A Pilot Analysis in the Catalan Sea.” *Frontiers in Marine Science* 10(June):1–13. doi: 10.3389/fmars.2023.1197878.
- Eagles, Paul F. J., Stephen F. McCool, and Christopher D. Haynes. 2002. *Spontaneous Changes in Refraction and Angle of Squint Together With the State of Retinal Correspondence and Visual Acuity in Concomitant Convergent Strabismus During the Years of Growth*. Vol. 29. IUCN – The World Conservation Union 2002.
- Eisenhardt, Kathleen M., and Jeffrey A. Martin. 2000. “Dynamic Capabilities:

- What Are They?. Strategic Management.” *Strategic Management Journal* 21(10/11):1105–21.
- Elkington, John. 1994. “Towards the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development.” *California Management Review* 36(2):90–100. doi: <https://doi.org/10.2307/41165746>.
- Elkington, John. 1997. *Cannibals with Forks: The Triple Bottom Line in 21st Century Business*. 1st ed. Oxford: Capstone Publishing Limited.
- Elkington, John. 2004. “Enter the Triple Bottom Line.” P. 16 in *The Triple Bottom Line: Does it All Add Up*. Vol. 1.
- Elsetouhi, Ahmed M., Mohamed E. Elshourbagi, Ahmed A. Hammad, and Alaa A. Elnazer. 2024. “The Tourism Demarketing Mix: Working to Reduce Revisits to Egyptian Nature Reserves.” *Journal of Travel Research* 63(2):388–408. doi: 10.1177/00472875231158590.
- Epstein, Marc J. 2017. *MAKING SUSTAINABILITY WORK: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*.
- Evi, Tiolina, and Widarto Rachbini. 2022. *Partial Least Squares (Teori Dan Praktek)*. Tahta Media Group.
- Fachrurazi. 2023. *Manajemen Pemasaran Jasa Konsep Dasar Dan Strategi*. Vol. 32.
- Fennell, David A. 2015. *Ecotourism 4th Edition*.
- Ferzi, Noviardi, Feliks Arfid Guampe, and Albetris. 2025. *Manajemen Pemerintahan Teori, Praktik, Dan Inovasi Untuk Good Governance*.
- Firdaus, Suciati Dewi, and Nanang Suryadi. 2025. “Dynamic Capability Di Era Digital Dan Keberlanjutan: Systematic Literature Review Atas Dampaknya Terhadap Kinerja Organisasi.” 4(12):4407–22.

- Firnanda, Devita Tyas Ayu. 2025. "Strategi Pengembangan Pariwisata Kebun Raya Mangrove Gunung Anyar Dalam Meningkatkan Keberlanjutan Ekosistem Dan Ekonomi UKM Surabaya Jawa Timur." *Jembatan Hukum : Kajian Ilmu Hukum, Sosial Dan Administrasi Negara* 2(2):344–62. doi: 10.62383/jembatan.v2i2.1784.
- Fly, Jessie, and Noëlle Boucquey. 2023. "Flows of Care in 'Third Places': The Role of Shore Fishing Spaces in Collective Wellbeing." *Wellbeing, Space and Society* 4(November 2022). doi: 10.1016/j.wss.2023.100128.
- Foerstl, Kai, Anni Kaisa Kähkönen, Constantin Blome, and Matthias Goellner. 2021. "Supply Market Orientation: A Dynamic Capability of the Purchasing and Supply Management Function." *Supply Chain Management* 26(1):65–83. doi: 10.1108/SCM-06-2019-0233.
- Friess, Daniel A., Kerrylee Rogers, Catherine E. Lovelock, Ken W. Krauss, Stuart E. Hamilton, Shing Yip Lee, Richard Lucas, Jurgenne Primavera, Anusha Rajkaran, and Suhua Shi. 2019. "The State of the World's Mangrove Forests: Past, Present, and Future." *Annual Review of Environment and Resources* 44:89–115. doi: 10.1146/annurev-environ-101718-033302.
- Ghosh, Emily, and Leonie J. Pearson. 2025. "Rethinking Economic Foundations for Sustainable Development: A Comprehensive Assessment of Six Economic Paradigms Against the SDGs." *Sustainability (Switzerland)* 17(10):1–23. doi: 10.3390/su17104567.
- Ghozali, Imam. 2018. *Multivariate Analysis Application with IBM SPSS Program*. 25. Semarang: Diponegoro University Publishing Agency.
- Ghozali, Imam, and Hengky Latan. 2015a. *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. BP Undip. Semarang.
- Harnanto. 2017. *Akuntansi Biaya: Sistem Biaya Historis*. Yogyakarta: BPFE.
- Ghozali, Imam, and Hengky Latan. 2015b. *Partial Least Squares Konsep, Teknik*

*Dan Aplikasi Menggunakan Program Smartpls 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit UNDIP.

Ghozali, Imam, and Hengky Latan. 2017. *Partial Least Square: Konsep, Metode, Dan Aplikasi Menggunakan Program WarpPLS 5.0, Edisi Ke-3*, Semarang:Badan Penerbit Universitas Diponegoro.

Ginting, Dahlia Br. 2009. “Structural Equation Modeling (SEM).” *Media Informatika* 8(3):121–34.

Griggs, David, Stafford-Smith, Mark Owen Gaffney, Johan Rockström, Marcus C. Öhman, Priya Shyamsundar, Will Steffen, Gisbert Glaser, Norichika Kanie, and Ian Noble. 2013. “Sustainable Development Goals for People and Planet.” *Nature* 495:305–7. doi: <https://doi.org/10.1038/495305a>.

Gunawan, Aulia Agung Dermawan, and Hardiansyah Ma’sum. 2020. “Digital Marketing (Strategi Pemasaran Pada Era Digital).”

Gunawan, Go Liana Chayani. 2021. “Bauran Pemasaran Terhadap Keputusan Pembelian.” *Performa* 5(2):166–75. doi: 10.37715/jp.v5i2.1738.

Gunawan, Hendra, Titiek Setyawati, Tri Atmoko, Subarudi, Rozza Tri Kwatrina, Irma Yeny, Tri Wira Yuwati, Rachman Effendy, Lutfy Abdullah, Mukhlisi, Tien Lastini, Diah Irawati Dwi Arini, Ulfah Karmila Sari, Bina Swasta Sitepu, Freddy Pattiselanno, and Wanda Kuswanda. 2024. “A Review of Forest Fragmentation in Indonesia under the DPSIR Framework for Biodiversity Conservation Strategies.” *Global Ecology and Conservation* 51(May 2023):e02918. doi: 10.1016/j.gecco.2024.e02918.

Hadi, Syamsul, Soetriono, Sri Subekti, and Joni Murti Mulyo Aji. 2025. *Monograf Pendekatan Kolaborasi Model Hexahelix Dalam Optimalisasi Peran Bumdes Pada Pengembangan Kawasan Ekonomi Masyarakat Wilayah Pesisir*.

Hair, Joseph F. Jr, William C. Black, Barry J. Babin, Rolph E. Anderson, William C. Black, and Rolph E. Anderson. 2018. *Multivariate Data Analysis*.

- Hamid, Nursyafikah, Rohayanti Hassan, Hishammuddin Asmuni, Razib M. Othman, Noor Hidayah Zakaria, Johanna Ahmad, Sim Hiew Moi, and Azizah Sa'adon. 2022. "Mangrove Accretion and Depletion Monitoring Using Remote Sensing Application in Ramsar Convention Site of Tanjung Piai, Malaysia." *Academia of Information Computing Research* 3(1):10–21.
- Hamid, Rahmad Solling, Made Putri Ariasih, Ni Nyoman Suarniki, Purwoko Purwoko, Nurchayati Nurchayati, Achmad Tarmizi, Zefri Efdison, Asmara Wildani Pasaribu, Sri Fitriya, and Agung Solihin. 2023. *Manajemen Pemasaran Modern: Strategi Dan Taktik Untuk Kesuksesan Bisnis*.
- Hamsir, Mutia Apriyanti. 2021. "Pemaknaan Triple Bottom Line Pada Sustainability Reporting." *International Journal of Innovative Science and Research Technology* 6(1):2456–2165.
- Haqqi, Athiatul, and Risnita. 2023. "Unsur Kebaruan (Novelty) Dalam Penelitian: Sebuah Kajian Literatur Tentang Implementasi Kebaruan Dalam Sebuah Penelitian." 29(02):221–30.
- Hariyanto, Akbar, Refandrie Akbar Putra, and Vicky F. Sanjaya. 2024. "Perkembangan Kapabilitas Dinamis Dalam Sistem Manajemen Krisis: Studi Kasus Pandemi Covid-19." *Jurnal Manajemen Bisnis Syariah* 1(2):145–52.
- Hermawan, Muhammad Distian Andi. 2025. "Transformasi Digital Bisnis Dan UMKM Terhadap Kinerja, Daya Saing, Dan Keberlanjutan: Systematic Literature Review Global." *Jurnal Miftahul Ulum Pendidikan Dan Ekonomi* 3(2):78–85.
- Hibatullah, Greenno. 2024. "Penguasaan Pemilikan Penggunaan Dan Pemanfaatan Tanah Di Kawasan Konservasi Pantai Timur Surabaya (Studi Di Kecamatan Rungkut Dan Gunung Anyar Kota Surabaya)." *Edu Research Indonesian Institute For Corporate Learning And Studies (IICLS)* 5(1):70–80.

- Hidayati, Lila Rahma Nur, Fitri Rohmalia, Ghea Arnanda, Muhammad Adli Al Fawwaz, and Pertiwi. 2024. "Adaptive Governance Dalam Pengembangan Kebun Raya Mangrove Surabaya." *NNOVATIVE: Journal Of Social Science Research* 4:5003–16.
- Hindaria, Susana. 2023. "Peran Dinas Kebudayaan Dan Pariwisata Kota Surabaya Dalam Pemulihan Sektor Wisata Kebun Raya Mangrove Gunung Anyar Pasca Pandemi." *Jurnal Penelitian Administrasi Publik* 3(5):76–88.
- Imania, Nur, Vita Puspita Sari, Wilda Izza Nadifah, and Sifa Almaeyda Latiffah. 2024. "Ekonomi Kepariwisata: Studi Kasus Ekowisata Kebun Raya Mangrove Surabaya Di Wonorejo." 1(2):54–62.
- Inayati, Rauhil, Tajidan Tajidan, and Muhamad Siddik. 2025. "Cost Benefit Analysis of Bale Mangrove Agroecotourism in East Lombok Regency." *Asian Journal of Research in Agriculture and Forestry* 11(1):58–71. doi: 10.9734/ajraf/2025/v11i1362.
- Irvan, Puji A., Agung Gunawan, and Omar F. Tampubolon. 2023. "Mitigasi Risiko Manajemen Konservasi Ekowisata Mangrove Pesisir Melalui Sinergi Tata Kelola Kolaboratif."
- Irwan, and Khaeryna Adam. 2015. "Metode Partial Least Square (PLS) Dan Terapannya: (Studi Kasus: Analisis Kepuasan Pelanggan Terhadap Layanan PDAM Unit Camming Kab. Bone)." *Teknosains* 9(1):53–68.
- Ismail, Azmi, and Yuli Kurniati. 2022. "Bauran Pemasaran (Marketing Mix): Produk (Perspektif Konvensional Dan Syariah)." *Zhafir: Journal of Islamic Economics, Finance, and Banking* 4(2):91–102.
- Justin, Eyovane. 2024. "Analisis Partisipasi Masyarakat Dalam Pelestarian Dan Pengembangan Wisata Di Kebun Raya Mangrove Gunung Anyar." *JIIP - Jurnal Ilmiah Ilmu Pendidikan* 7(11):12612–16. doi: 10.54371/jiip.v7i11.6258.
- Kähkönen, Anni Kaisa, Aki Jääskeläinen, Elina Karttunen, Carolina Belotti

- Pedroso, and Katrina Lintukangas. 2025. "Promoting Supply Market Development by the Dynamic Capabilities of Innovative Public Procurement." *Journal of Purchasing and Supply Management* 31(4). doi: 10.1016/j.pursup.2025.101056.
- Kasdjono, Erika Agustina. 2022. "Hubungan Bauran Pemasaran (Marketing Mix) Dengan Loyalitas Pelanggan: Systematic Review." *Jurnal ARSI: Administrasi Rumah Sakit Indonesia* 5(1):765–72. doi: 10.7454/arsi.v5i1.2867.
- Kates, Robert W., Thomas M. Parris, and Anthony A. Leiserowitz. 2005. "What Is Sustainable Development? Goals, Indicators, Values, and Practice." *Environment* 47(3):8–21. doi: 10.1080/00139157.2005.10524444.
- Kementerian PPN. 2020. "Pedoman Teknis Penyusunan Rencana Aksi : Tujuan Pembangunan Berkelanjutan/ Sustainable Development Goals (TPB/SDGs) - Edisi II." *Kementerian PPN*.
- Khabibullah, Muttaqin, Alimin, and Gus Malik Imam Sholahuddin. 2025. "Melampaui Paradigm Wars: Pragmatisme Sebagai Meta-Framework Untuk Integrasi Tradisi Filosofis Dalam Mixed Method Research." *Qomaruna* 2(2):110–25.
- Kinasih, Naba Arum, and Bagus Nuari Harmawan. 2025. "Analysis of the Co-Managing Process in the Management of the Mangrove Botanical Gardens Conversation Area in Surabaya City." 14(4):3741–50.
- Kismartini, Kismartini, and Bambang Pujiyono. 2023. "Dynamic Capabilities in Collaboration Based Management of GeoPark in Bangka Belitung, Indonesia." *Journal of Tourism and Development* 41(May):79–94. doi: 10.34624/rtd.v41i0.27712.
- Koc, Erdogan, and Ahu Yazici Ayyildiz. 2021. "Culture's Influence on the Design and Delivery of the Marketing Mix Elements in Tourism and Hospitality." *Sustainability (Switzerland)* 13(21):1–18. doi: 10.3390/su132111630.

- Kotler dan Armstrong. 2001. *Prinsip – Prinsip Pemasaran. Jakarta : Erlangga.*
- Kotler, Philip, John T. Bowen, and Seyhmus Baloglu. 2022. *Marketing for Hospitality and Tourism, Global Edition.*
- Kotler, Phillip, and Gary Armstrong. 2018. *Principles of Marketing.*
- Kura, Yumiko, Kosal Mam, Seila Chea, Dyna Eam, Kaitlin Almack, and Hiroe Ishihara. 2023. “Conservation for Sustaining Livelihoods: Adaptive Co-Management of Fish No-Take Zones in the Mekong River.” *Fisheries Research* 265(January):106744. doi: 10.1016/j.fishres.2023.106744.
- Kurniawan, Vinanda Arum Tri. 2021. “Jasa Lingkungan Hutan : Trend Community Based Tourism Berdasarkan Keindahan Lanskap Di Sekitar Taman Hutan Raya Wan Abdul Rachman (Tahura War).” 32(3):167–86.
- Kusumawardhana, Indra, and Mohamad Rosyidin. 2024. *Kebijakan Luar Negeri Indonesia Dan Isu Keamanan Di Asia.*
- Lestari, Zeni Ayu, Abubakar, and Luthfi Nur’azkiya. 2022. “Strategi Pengembangan Agrowisata Hutan Mangrove Dewi Bahari Di Tangkolak Kabupaten Karawang.” *Jurnal Ilmiah WahaNA PENDIDIKAN* 8(September):584–93.
- Leung, Yu-Fai, Anna Spenceley, Glen Hvenegaard, and Ralf Buckley. 2020. *Tourism and Visitor Management in Protected Areas: Guidelines for Sustainability (Mongolian Version).*
- Lin, Hao Chiang Koong, Tao Hua Wang, Guo Chung Lin, Shu Chen Cheng, Hong Ren Chen, and Yueh Min Huang. 2020. “Applying Sentiment Analysis to Automatically Classify Consumer Comments Concerning Marketing 4Cs Aspects.” *Applied Soft Computing Journal* 97:106755. doi: 10.1016/j.asoc.2020.106755.
- Lisandi, Aura Alifia, Hari Kaskoyo, Rusita, and Rommy Qurniati. 2023. *Identification of Marketing Mix in the Management of Petengoran Mangrove*

*Forest Tourism in Gebang Village, Pesawaran, Lampung.*

Lotte, Luckhy Natalia Anastasye, Purna Irawan, Zunan Setiawan, Dyah Sri Wulandari, Rosnaini Daga, Sri Syabanita Elida, Aditya Pandowo, Frans Sudirjo, and Dedi Herdiansyah. 2023. *Prinsip Dasar Manajemen Pemasaran Hasil Pertanian*.

Magnani, Giovanna. 2022. *Marketing in Culturally Distant Countries: Managing the 4Ps in Cross-Cultural Contexts*. Springer Nature Switzerland AG.

Malik, Abdul, Muhammad Ihsan Ali, Abdul Rasyid Jalil, Abdul Mannan, and Rahma Musyawah. 2025. "Promoting Sustainable Mangrove Tourism through Payments for Ecosystem Services: Insights from Tongke-Tongke Village, South Sulawesi, Indonesia." *Regional Sustainability* 6(2):100213. doi: 10.1016/j.regSus.2025.100213.

Maliki, Rendra Zainal. 2017. "The Development of Natural Laboratory with Mangroves Ecotourism Concept for Geography Learning in Senior High School in the Olaya Village, Parigi Moutong Regency." *Sumatra Journal of Disaster, Geography and Geography Education* 1(1):92. doi: 10.24036/sjdgge.v1i1.41.

Mardatillah, Annisa, Rosmayani, and Rendi Prayuda. 2022. *Manajemen Strategi Keunggulan Bersaing Berkelanjutan Berbasis Indigenous Product Creativity*.

Mardayanti, Mella. 2025. "Amanah Network Reconfiguration: Sebuah Oendekatan Marketing Dynamic Capability Dan Nilai Amanah Dalam Meningkatkan Kinerja Pemasaran Destinasi Wisata Di Jawa Tengah."

Maulidan, Rahmat, Imam Gunanjar, Muhammad Ridwan Verinanda, Rico Syahputra, and Anisha Hardianti. 2025. "Mapping the Literature on Dynamic Capabilities in Micro, Small, and Medium Enterprises (MSMES) in Indonesia: A Systematic Literature Review."

Meilda, Yunia, Ikhwan Hamdani, and Retno Triwoelandari. 2022. "Pengaruh

Bauran Pemasaran Terhadap Kepuasan Pelanggan.” *El-Mal: Jurnal Kajian Ekonomi Dan Bisnis Islam* 5(2):274–90.

Melinasari, Susi, B. Fitriana, Ambang, Erny Prihananto, Tedy Rachmawati, Dipa Ardiansyah, Ni Teruna, Wirastika Made, Agus Sari, Fitri Koni, Ria Danasari, Yuslinda Indriani, and Handini Dwi. 2023. *Aspek-Aspek Bauran Pemasaran (Marketing Mix)*.

Mensah, Justice. 2019. “Sustainable Development: Meaning, History, Principles, Pillars, and Implications for Human Action: Literature Review.” *Cogent Social Sciences* 5(1). doi: 10.1080/23311886.2019.1653531.

Mile, Lukman, Nuralim Pasingi, Yuniarti Koniyo, Sri N. Hamzah, Rieny Sulistijowati, Asri S. Naiu, Juliana, and Rita M. Harmain. 2025. “Co-Management Strategies for Mangrove Ecosystem in South Tabulo Village, Boalemo Regency, Indonesia.” *AAFL Bioflux* 18(3):1119–34.

Mismiwati, S.E., M. P. 2024. *Dasar Dasar Manajemen Pemasaran*. Vol. 1.

Mohamad, Roni, Dosen Ekonomi, Syariah Pascasarjana, Iain Sultan, and Amai Gorontalo. 2021. “Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah.” *Journal Mutawazin* 2(1):15–23.

Morris, Corey J., John M. Green, Khanh Q. Nguyen, and Curtis Pennell. 2025. “Will Indigenous Co-Management Improve the Outcome of the Gilbert Bay, Labrador MPA: Summary of the Past and Hopes for the Future.” *Marine Policy* 180(May). doi: 10.1016/j.marpol.2025.106780.

Moussa, Lara G., Midhun Mohan, Nicola Burmeister, Shalini A. L. King, John A. Burt, Stefanie M. Rog, Michael S. Watt, Susantha Udagedara, Lara Sujud, Jorge F. Montenegro, Joe Eu Heng, Susana Almeida Carvalho, Tarig Ali, Bijeesh Kozhikkodan Veetil, Pavithra S. Pitump. Arachchige, Jasem A. Albanai, Frida Sidik, Amin Shaban, Martha Lucia Palacios Peñaranda, Naji El Beyrouthy, Ana Novo, Meshal M. Abdullah, Ammar Abulibdeh, Talal Al-Awadhi, Adrián Cardil, and Ewane Basil Ewane. 2024. “Mangrove

Ecotourism along the Coasts of the Gulf Cooperation Council Countries: A Systematic Review.” *Land* 13(9). doi: 10.3390/land13091351.

Mozin, Yulianty, Rahmatia Pakaya, Maya Anggraini, Ni Made Amanda, Dea Ayu Lestari, Moh Prayuda Sampara, Astri Hasniyantri Lanio, Jurusan Administrasi Publik, and Artikel Penelitian. 2025. “Kelembagaan Pemerintahan Di Era Smart Governance: Strategi Reformasi Menuju Pelayanan Publik Berbasis Teknologi Government Institutions in the Smart Governance Era: Reform Strategies Towards Technology-Based Public Services.” *Jurnal Kolaboratif Sains* 8(11):7218–27. doi: 10.56338/jks.v8i11.9317.

Murni Sofiah, Sri Ramadhani, and Nur Ahmadi Bi Rahmani. 2023. “Analisis Pengaruh Bauran Pemasaran 4P (Product, Price, Promotion, and Place) Terhadap Keputusan Pembelian Pada Usaha Mikro Kecil Menengah (UMKM).” *Jurnal Riset Ekonomi Dan Bisnis* 16(2):122–41.

Muslimin, Isalman, and Lucia Evianti Patulak. 2023. “Manajemen Pemasaran.”

Musnaini, Yohanes Totok Suyoto, Wiwik Handayani, and Muhammad Jihadi. 2021. *Manajemen Pemasaran*.

Nasution, Hawari. 2024. “Peningkatan Kinerja Organisasional Berkelanjutan Dimediasi Ambidexterity Dan Intensitas Bisnis Digital: Perspective Dynamic Capabilities.” *Edu Research Indonesian Institute For Corporate Learning And Studies (HCLS)* 5(1):70–80.

Nawari, and Lina Auliya Ulfa. 2020. “Penerapan Marketing Mix Pada Strategi Pemasaran Konvensional Dan Digital.” 5(2):176–92.

Nawaz, Sania, Vincenzo Della Selva, and Matteo Mario Savino. 2016. “Extensive Literature Review to Investigate the Dimensions of Business Sustainability.” *International Journal of Operations and Quantitative Management* 22(3):273–302.

Ndhlovu, Emmanuel, and Kaitano Dube. 2024. “Agritourism and Sustainability:

- A Global Bibliometric Analysis of the State of Research and Dominant Issues.” *Journal of Outdoor Recreation and Tourism* 46(December 2023):100746. doi: 10.1016/j.jort.2024.100746.
- Nguyen, Hang T. T., Hanh Song Thi Pham, and Susan Freeman. 2023. *Dynamic Capabilities in Tourism Businesses: Antecedents and Outcomes*. Vol. 17. Springer Berlin Heidelberg.
- Nugraha, Rudijanta Tjahja, Wenda Yandra Komara, Peggy Awanti Nila Krisna, Oktafa Rini Puspita, Muhamad Muslich, Ulfah Mardhiah, and William Marthy. 2024. “Evaluating the Effectiveness of Protected Area Management in Indonesia.” *Oryx* 58(4):474–84. doi: 10.1017/S003060532300145X.
- Nugroho, Ekoyudho Adrian, and Mochamad Yusuf. 2020. “Penentuan Faktor Perubahan Penggunaan Lahan Pada Kawasan Konservasi Mangrove Pamurbaya Di Kecamatan Rungkut Dan Kecamatan Gunung Anyar, Kota Surabaya.” *Jurnal Teknik ITS* 8(2). doi: 10.12962/j23373539.v8i2.48567.
- Nurhati, I. S., and D. Murdiyasi. 2023. “Strategi Nasional Pengelolaan Ekosistem MAn Grove.” *Cifor* 28.
- Nurhidayat, Moch, Muhammad Rizki Maulidan, and Asfaq Ubayuka. 2022. “Pemanfaatan Digital Marketing Sebagai Sarana Optimalisasi Pemasaran Produk Hepsu.Ind.” *Prosiding Simposium Nasional Multidisiplin* 4:102–13.
- Nurlina, Fitri, and Usman Sasari. 2022. “Marketing Mix, Implementation of Marketing Strategies in Health Services: Literature Review.” *Healthcare Nursing Journal* 4(1):260–64. doi: 10.35568/healthcare.v4i1.1871.
- Nusantara, Auriga. 2024. “Deforestasi Indonesia 2023.” 21.
- Osborne, Stephen P. 2011. “The Challenges of Managing Risk and Innovation in the Public Sector.” 4–8.
- Pablo, Amy L., Trish Reay, James R. Dewald, and Ann L. Casebeer. 2007. “Identifying, Enabling and Managing Dynamic Capabilities in the Public

- Sector.” *Journal of Management Studies* 44(5):687–708. doi: 10.1111/j.1467-6486.2006.00675.x.
- Pavlou, Paul A., and Omar A. El Sawy. 2011. “Understanding the Elusive Black Box of Dynamic Capabilities.” *Decision Sciences* 42(1):239–73. doi: 10.1111/j.1540-5915.2010.00287.x.
- Perlaza Rodríguez, Juana Mercedes, Antonella Grazia Guida, and Ángela María Díaz Márquez. 2024. “Urban Metabolism of Human Settlements in Small Island-Protected Environments.” *Environmental and Sustainability Indicators* 21(November 2023). doi: 10.1016/j.indic.2023.100324.
- Perreault, William D., and E. Jerome McCarthy. 2002. *Basic Marketing: A Global-Managerial Approach*. McGraw-Hill Irwin.
- Petticrew, Mark, and Helen Roberts. 2008. *Systematic Reviews in the Social Sciences: A Practical Guide*.
- Pinontoan, Nexen Alexandre, Doddy Wihardi, Rini Lestari, and Shinta Kristanty. 2024. “Strategi Pemasaran Pariwisata Dalam Mempromosikan Taman Wisata Alam Mangrove Angke Kapuk Sebagai Destinasi Ekowisata.” *Jurnal Ilmiah Dinamika Sosial* 8(1):52–58. doi: 10.38043/jids.v8i1.4907.
- Pomeroy, Robert S., and Fikret Berkes. 1997. “Two to Tango: The Role of Government in Fisheries Co-Management.” *Marine Policy* 21(5):465–80. doi: 10.1016/S0308-597X(97)00017-1.
- Pomeroy, Robert S., and Rebecca Rivera-Guieb. 2005. *Fishery Co-Management A Practical Handbook*.
- Popay, J., H. Roberts, A. Sowden, M. Petticrew, L. Arai, M. Rodgers, N. Britten, K. Roen, S. Duffy, L. Arai, K. Roen, and M. Rodgers. 2005. “Developing Guidance on the Conduct of Narrative Synthesis in Systematic Reviews.” *A Product from the ESRC Methods Programme. Lancaster: Institute of Health Research* 59(Suppl 1):A7.

- Prabawani, Bulan. 2016. "Business Sustainability Dan Peran Triple Helix Dalam Industri." 1–100.
- Prayag, Girish, Yawei Jiang, Mesbahuddin Chowdhury, Muhammad Ismail Hossain, and Nasrin Akter. 2024. "Building Dynamic Capabilities and Organizational Resilience in Tourism Firms During COVID-19: A Staged Approach." *Journal of Travel Research* 63(3):713–40. doi: 10.1177/00472875231164976.
- Prihadi, Donny Juliandri, Zhang Guanghai, Ruoxi Duan, Ghulam M. Lahbar, Indah Riyantini, Wahyuniar Pamungkas, and Rafait M. Memon. 2021. "Tourists' Satisfaction Level with The Mangrove Environment and Biodiversity: A Case Study of Mangrove Tourism Karangsong in Indramayu Regency West Java Province Indonesia." *J Tourism Res Hospitality* 2021(July):7.
- Primavera, J. H., R. N. Rollon, and M. S. Samson. 2012. *The Pressing Challenges of Mangrove Rehabilitation: Pond Reversion and Coastal Protection*. Vol. 10. Elsevier Inc.
- Putra, Ariya Andika, Eni Kamal, Yuspardianto, and Ira Desmiati. 2025. "Strategi Nasional Pengelolaan Ekosistem Mangrove: Panduan Konservasi Dan Rehabilitasi Kawasan Pesisir Untuk Mendukung Pembangunan Berkelanjutan." (*Journal of Marine and Estuarine Science* 1.
- Putri, Deanisa Herawati, Endang Yektiningsih, and Factchur Rozci. 2024. "Valuasi Ekonomi Ekowisata Kebun Raya Mangrove Surabaya Gunung Anyar." *Jurnal Hutan Tropis* 12(4):515–22.
- Putri, Kezia Familya, and Dewanta Facrureza. 2023. "Analisis Pengaruh Pemasaran Melalui Pendekatan Bauran Pemasaran (7p) Terhadap Keputusan Berkunjung Wisatawan Di Taman Wisata Alam Mangrove An Analisis Pengaruh Pemasaran Melalui Pendekatan Bauran Pemasaran (7p) Terhadap Keputusan Berkunjung Wisatawan Di Ta." *Jurnal Fusion* 3(9).

- Qiu, Xinlu, Elsebeth Holmen, Malena Havenvid, Luitzen De Boer, and Fanny Hermundsdottir. 2022. "Open for Business: Towards an Interactive View on Dynamic Capabilities." *Industrial Marketing Management* 107(November 2021):148–60. doi: 10.1016/j.indmarman.2022.09.027.
- Rachmawati, S., S. Anggoro, and ... 2023. "Strategi Prioritas Pengelolaan Berkelanjutan Pada Kawasan Mangrove Gunung Anyar Surabaya." ... *Seminar Nasional Sains ...* 707–24.
- Rahcmawati, Indra, Ajeng Puspo Aji, and Septiana Indratmoko. 2024. *Manajemen Pemasaran Konsep, Strategi, Dan Implementasi*.
- Rahmatin, Leily Suci, and Widhi Salisa Nur Tsuruya. 2025. "Analisis Promosi Wisata Kebun Raya Mangrove Surabaya." *Journal of Tourism and Interdisciplinary Studies* 5(1):25–42.
- Rahmawati. 2025. *Kebijakan Publik (Analisis Teori Dan Politik)*.
- Rahmayani, Defita, Rena Gusmaniar, and Vicky F. Sanjaya. 2025. "Kapabilitas Dinamis Sebagai Arsitektur Dalam Merespons Perubahan Lingkungan Bisnis Untuk Keberlanjutan UMKM." *Improvement: Jurnal Manajemen Dan Bisnis* 5(2):179–90. doi: 10.30651/imp.v5i2.29256.
- Rani, Dellia Ayu Septya. 2025. "Pengaruh Kapabilitas Inovasi Teknologi, Kapabilitas Dinamis, Keunggulan Kompetitif Terhadap Kinerja Bisnis Pada Usaha Mikro Dan Kecil Di Kota Semarang."
- Reswari, Febriyanti Ardana. 2025. "Atraksi Wisata Sebagai Media Dalam Pengembangan Reputasi Ekowisata: Studi Kasus Dua Kebun Raya Di Jawa Timur." *Frontiers in Veterinary Science* 13(1):1–16.
- Rifka Alkhilyatul Ma'rifat, I Made Suraharta, Iryanto Irvan Jaya. 2024a. *Manajemen Pemasaran: Konsep, Strategi, Dan Implementasi*. Vol. 2.
- Rifka Alkhilyatul Ma'rifat, I Made Suraharta, Iryanto Irvan Jaya. 2024b. *Prinsip Dasar Manajemen Pemasaran Analisis Dan Strategi Di Era Digital*. Vol. 2.

- Rizqillah, Woeri Ayu, and Mohammad Nizarul Alim. 2024. "Akuntabilitas Pengelolaan Objek Kebun Raya Mangrove Terhadap Peningkatan Kesejahteraan Masyarakat Wonorejo Surabaya." *Nuris Journal of Education and Islamic Studies* 4(1):43–50. doi: 10.52620/jeis.v4i1.51.
- Rosalina, Desi, and Yayan Hendayana. 2025. "Peran Teori Kapabilitas Dinamis Dalam Meningkatkan Kinerja Organisasi Di Era Transformasi Digital." *RIGGS: Journal of Artificial Intelligence and Digital Business* 4(4):2450–56. doi: 10.31004/riggs.v4i4.3395.
- Said, Muhammad, and Fitriani Latief. 2021. "Manajemen Pemasaran Modern Di Era Industri 4.0." 32(3):167–86.
- Salsabila, Faza Saila, and Deby Febriyan Eprilianto. 2024. "Strategi Peningkatan Daya Tarik Pengunjung Wisata Oleh Dinas Ketahanan Pangan Dan Pertanian Kota Surabaya (Studi Pada Pengembangan Kebun Raya Mangrove Gunung Anyar)." *Publika* 365–80. doi: 10.26740/publika.v12n2.p365-380.
- Saragih, Sabrina Ade Ulina. 2025. "Strategi Pengembangan Ekowisata Kebun Raya Mangrove Wonorejo Kota Surabaya." *Arus Jurnal Sosial Dan Humaniora (AJSH)* 5(1).
- Sartika, Hendra Poltak, Sumarsih, Sri Hastutik, Dewi, Limgiani, Muhammad Hasan, Aditya Wardhana, Astil Harli Roslan Nur Latifa Isnaini Putri, Mulyana, Hariyanto R. Djatola Djampagau Sri, and Endang Gunaisah. 2021. "Dasar-Dasar Manajemen Pemasaran (Konsep Dan Strategi Pada Era Digital)." *MEDIA SAINS INDONESIA*.
- Sastika, Widya, Krishna Kusumahadi, and Fannu Husnul Hanifa. 2024. *Buku Ajar Service Marketing*.
- Sayyida. 2023. "Structural Equation Modeling (SEM) Dengan Smartpls Dalam Menyelesaikan Permasalahan Di Bidang Ekonomi." *Journal MISSY (Management and Business Strategy)* 4.
- Schilke, Oliver, Songcui Hu, and Constance E. Helfat. 2018. "Quo Vadis,

- Dynamic Capabilities? A Content-Analytic Review of the Current State of Knowledge and Recommendations for Future Research.” *Academy of Management Annals* 12(1):390–439. doi: 10.5465/annals.2016.0014.
- Sekaran, Uma, and R. Bougie. 2017. *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6, Buku 1, Cetakan Kedua, Salemba Empat, Jakarta Selatan 12610*.
- Sen, Sevaly, and Jesper Raakjaer Nielsen. 1996. “Fisheries Co-Management: A Comparative Analysis.” *Marine Policy* 20(5):405–18. doi: 10.1016/0308-597X(96)00028-0.
- Septianingsih, Rahayu, and Joko Mijiarto. 2024. “Partisipasi Stakeholders Untuk Menjaga Eksistensi Kebun Raya Mangrove Surabaya.” *JiIP - Jurnal Ilmiah Ilmu Pendidikan* 7(7):6599–6608. doi: 10.54371/jiip.v7i7.5241.
- Setiawan, Wijaya Agus, Firdya Fahmiatul Auliyah, Salsabilla Septyant Putri, M. S. Dr. Ir. Rusdi Hidayat N, and M. A. Maharani Ikaningtyas, S.E. 2024. “Implementasi Model Bisnis Pada Ekowisata Hutan Mangrove Gunung Anyar Surabaya Dengan Menggunakan Business Model Canvas.” *Jma* 2(4):3031–5220.
- Sin, Jackie Chong Cheong, Radzali Hassan, and Shafiz Shahrani. 2022. “The Effectiveness of the Marketing Mix in The Trends of Tourism Industry.” *Gyancity Journal of Engineering and Technology* 8(2):79–93. doi: 10.21058/gjet.2022.82007.
- Skarakis, Nikolaos, Georgia Skiniti, Stavroula Tournaki, and Theocharis Tsoutsos. 2023. “Necessity to Assess the Sustainability of Sensitive Ecosystems: A Comprehensive Review of Tourism Pressures and the Travel Cost Method.” *Sustainability (Switzerland)* 15(15). doi: 10.3390/su151512064.
- Spalding, Mark, and Cara L. Parrett. 2019. “Global Patterns in Mangrove Recreation and Tourism.” *Marine Policy* 110(April):103540. doi:

10.1016/j.marpol.2019.103540.

Spasova, Dima, and Svilena Ruskova. 2024. "Co-Management - a Tool for Achieving Sustainable Development in the Social Field."

Sudirman, Acai, Susiana Dewi Ratih, and Alfatih Manggabarani. 2022. *Manajemen Pemasaran Kontemporer*.

Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Alfabeta.

Sugiyono. 2015. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D. Bandung: Alfabeta*.

Suhardi, Yusuf, Agustian Burda, and Zulkarnaini. 2020. "Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian." 16(September):165–77.

Sujarinphong, Pimphun. 2015. "Marketing Mix to Promote Tourism in the Nature Education Center for Mangrove Conservation and Eco-Tourism in Chonburi Province."

Sundari, Eva, and Imam Hanafi. 2022. *Strategi Pemasaran*. Vol. 14.

Sundari, Eva, and Imam Hanafi. 2023. *Manajemen Pemasaran*. UIR PRESS Alamat.

Suriyanti, Andi Sismar, Nurmaningsih A, and Vira Tandiawan. 2023. "Pengaruh Strategi Marketing Mix Dalam Meningkatkan Hasil Penjualan." *Journal Of Social Science Research* 4(3):1622–34.

Surmeier, Annika. 2020. "Dynamic Capability Building and Social Upgrading in Tourism - Potentials and Limits of Sustainability Standards." *Journal of Sustainable Tourism* 28(10):1498–1518. doi: 10.1080/09669582.2020.1744615.

Suryawardana, Edy. 2024. "Peningkatan Kinerja Pasar Ekonomi Kreatif Berbasis Masalah Positional Advantage."

- Susilowati, M., R. Wahyuningdyah, and W. Kurniasari. 2022. "The Pull and Push Marketing Strategy for Sustainable Ecotourism: The Study of Ecotourism of Kabalong, Pekalongan Regency, Indonesia." *Icbe* 1(1):1–7.
- Sutoyo, Nurdayati, and Nuraeni. 2017. *Buku Ajar Analisis Peluang Pasar Agribisnis*.
- Syamsu, Imam Fauzi, Ahmad Zaky Nugraha, Cluadia Tyas Nugraheni, and Salmana. 2018. "Kajian Perubahan Tutupan Lahan Di Ekosistem Mangrove Pantai Timur Surabaya." *Media Konservasi* 23(2):122–31.
- Syarifuddin, Silvy L. Mandey, and Willian J. F. A. Tumbuan. 2022. *Sejarah Pemasaran & Strategi Bauran Pemasaran*.
- Teece, David J. 2007. "Explicating Dynamic Capabilities: The Nature And Microfoundations Of (Sustainable) Enterprise Performance." *Strategic Management Journal* 28:1319–1350.
- Teece, David J. 2009. *Dynamic Capabilities And Strategic Management*.
- Teece, David J. 2018. "Business Models and Dynamic Capabilities." *Long Range Planning* 51(1):40–49. doi: 10.1016/j.lrp.2017.06.007.
- Teece, David J., Gary Pisano, and Amy Shuen. 1997. "Dynamic Capabilities and Strategic Management." *Strategic Management Journal* 18:509–33. doi: 10.4337/9781035334995.00014.
- Thakur, Pankaj, and Chandra Jagdish Kuniyal. 2025. "Agri-Eco-Tourism: An Agribusiness Model for Sustainable Livelihoods and Rural Development." P. 55 in *Souvenir: Agri-Eco-Tourism in India: Opportunities, Challenges and the Way Forward*. Uttarakhand University of Horticulture & Forestry.
- Tjahjono, Agus, Candra Adi Intyas, and Mochammad Fattah. 2022. "Mangrove Management Strategy for Sustainable Business Based on Indonesian Ecological Products." *Geojournal of Tourism and Geosites* 43(3):1045–55. doi: 10.30892/gtg.43325-919.

- Tjiptono, Fandy. 2019. *Pemasaran Jasa: Edisi Terbaru*. Penerbit Andi.
- Tjiptono, Fandy, and Gregorius Chandra. 2012. *Pemasaran Strategik: Edisi 2*. Andi Offset.
- Tranfield, David, David Denyer, and Palminder Smart. 2003. "Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review." *British Journal of Management* 14:207–22. doi: 10.1016/j.intman.2013.03.011.
- Tranggono, Didiek, Praja Firdaus, Ririn Puspita Tutiasri, and Sri Tjondro Winarno. 2021. *Monograf Pengembangan Inovasi Berbasis Potensi Masyarakat Dan Kearifan Lokal*.
- Umul Qiromah, Sarwo Edy, Sakum, and M H Ainulyaqin. 2024. "Analisis Strategi Marketing Mix Pada Esteh Indonesia Dalam Perspektif Ekonomi Islam." *Economic Reviews Journal* 3(1):312–29. doi: 10.56709/mrj.v3i1.153.
- Utama, I. Made Supartha, I. Wayan Widia, I. Gusti Ketut Arya Arthawan, Jeremy Badgery Parker, Nyoman Ngurah Arya, Bambang Sayaka, Sri Widyastuti, Dahlanuddin, Gregoria S. Suhartat, Djarkasi, Maria Fransisca Sumual, and Andreas Leonardo Sumendap. 2025. "From Farm to HORECA: Advancing Sustainable Value Chains for Tourism-Driven Agribusiness in Indonesia." *Frontiers in Sustainable Food Systems* 9. doi: 10.3389/fsufs.2025.1639384.
- Verawati, Ni Nyoman Sri Putu, and Agil Al Idrus. 2023. "Mangrove Ecotourism as an Education and Learning Facility." *Bioscientist : Jurnal Ilmiah Biologi* 11(2):1409. doi: 10.33394/bioscientist.v11i2.10028.
- Vikhoreva, M. V., Yu N. Malanina, V. A. Ogloblin, and O. N. Baklashkina. 2019. "Diversification Issues and Prospects of Agribusiness Development in the Baikal Region." *IOP Conference Series: Earth and Environmental Science* 315(7). doi: 10.1088/1755-1315/315/7/072042.
- Villamizar, Javier Seijo, and Antonio García-Allut. 2025. "Analysing the Epistemic Consensus of Fisheries Co-Management Systems as a Formula for

- Democratic Innovation and Open Government.” *Marine Policy* 176(December 2024):106651. doi: 10.1016/j.marpol.2025.106651.
- Vinzi, Vincenzo Esposito, Wynne W. Chin, Jörg Henseler, and Huiwen Wang. 2010. *Handbook of Partial Least Squares Concepts, Methods and Applications*. Springer Berlin Heidelberg.
- Wahyudi, Septian, Dia Meirina Suri, Abdul Munir, and Wan Mohd Adzim Bin Wan Mohd Zain. 2025. “Sensing , Seizing Dan Reconfiguring : Kemampuan Utama Dan Rutinitas Organisasi Untuk Pemabngunan Berkelanjutan Di Negara Bagian Terangganu Darul Iman, Malaysia.” 5:191–97.
- Wahyuni, Vini, Abdu Rahman, and Hilda Apriani. 2024. “Evaluating Accommodation and Infrastructure for Sustainable Eco-Tourism Development in Mangrove Forest Destinations.” *Journal of Economic Education and Entrepreneurship Studies* 5(4):685–98. doi: 10.62794/je3s.v5i4.5678.
- Watch Global Forest. 2025. “Forest Monitoring Designed for Action.”
- Widodo Ismanto, T. Munzir, Rona Tanjung, Linayati Lestari, Erwin Ashari. 2022. “Pengaruh Marketing Mix Terhadap Keputusan Pembelian.” 11:200–210.
- Wijaya, Fatria. 2020. *Perancangan Wisata Edukasi Mangrove Di Kab. Lamongan Dengan Pendekatan New Organic Architecture*.
- Wilden, Ralf, Timothy M. Devinney, and Grahame R. Dowling. 2016. “The Architecture of Dynamic Capability Research Identifying the Building Blocks of a Configurational Approach.” *Academy of Management Annals* 10(1):997–1076. doi: 10.1080/19416520.2016.1161966.
- Wirawan, Putu Eka, and Francisca Titing Koerniawaty Ti. 2024. “Manajemen Kawasan Dan Atraksi Wisata.”
- Wulandari, Adelia, and Rony Irawanto. 2024. “Keanekaragaman Tumbuhan Kebun Raya Mangrove Gunung Anyar Surabaya.” *Teknosains: Media*

*Informasi Sains Dan Teknologi* 18(1):48–56. doi: 10.24252/teknosains.v18i1.42678.

Xie, Qin, and Shuo Li. 2025. “Business Model Innovation, Dynamic Capabilities, and Enterprise Development.” *International Review of Economics and Finance* 101(February):104149. doi: 10.1016/j.iref.2025.104149.

Yudistira, Yudi, Yandra Arkeman, Trias Andati, and Siti Jahroh. 2022. “A Bibliometric Review on Dynamic Capability.” *Indonesian Journal of Business and Entrepreneurship* 8(1):158–67. doi: 10.17358/ijbe.8.1.158.

Yusuf, Lukman, and Cahyono. Susetyo. 2019. “Identifikasi Potensi Pelanggaran Kawasan Konservasi Pantai Timur Surabaya Berdasarkan Pemodelan Spasial Prediksi Tren Perkembangan Penggunaan Lahan Berbasis Cellular Automata.” 14(2).

Yuwono, Andika, Matias, and Nyana Vaddhano. 2025. “Mengembangkan Keunggulan Bersaing UMKM Melalui Enterprise Risk Management Dan Kapabilitas Dinamis Di Surabaya Dan Lampung.” *Journal Of Entrepreneurial Studies* 2(1):16–39.

Yuwono, Matias Andika, and Lena Ellitan. 2024. “Integrating Dynamic Capabilities and Social Capital: Enhancing Competitiveness in Tourism Industry.” *ULIL ALBAB: Jurnal Ilmiah Multidisiplin* 3(7):125–30. doi: 10.56799/jim.v3i7.3600.

Zatia, Zatia, Fitri Kumalasari, and Almansyah Rundu Wonua. 2023. “Pengaruh Kapabilitas Dinamis Dan Kapabilitas Inovasi Terhadap Keunggulan Kompetitif (Studi Kasus UMKM Kabupaten Kolaka).” *Manajemen Kreatif Jurnal* 1(4):176–88.

Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler. 2018. *Services Marketing: Integrating Customer Focus Across the Firm*.

Zollo, Maurizio, and Sidney G. Winter. 2002. “Deliberate Learning and the Evolution of Dynamic Capabilities Abstract.” *Organization Science*, 13(3).

Zulfiyan, Fiki. 2023. "Analisis Pengaruh Bauran Pemasaran Marketing Mix 7P (Product, Price, Promotion, Process, Place, People Dan Physical Evidence) Terhadap Kepuasan Konsumen." *JUSTI (Jurnal Sistem Dan Teknik Industri)* 3(4):459. doi: 10.30587/justicb.v3i4.5931.

Zusrony, Edwin. 2021. "Perilaku Konsumen Di Era Modern."