

DIGITAL MARKETING STRATEGIES TO INCREASE THE SALES OF TOUR PACKAGE IN SIBANDANG ISLAND TOURIST VILLAGE

**Deafani Clara Sinaga¹, Hetty Claudia Nainggolan², Aprilia³, Fania Pebrianti Manalu⁴,
Feris Gultom⁵, Sosuizisokhi Zagoto⁶, Sri Wahyuni Situmorang⁷, Theo Stefano Someion
Siregar⁸**

Medan Tourism Polytechnic¹⁻⁸

Email: fania.sxhool@gmail.com

Abstract

Sibandang Island Area Tourism Village is the second largest island after Samosir in the middle of Lake Toba. This island is located in Muara District, North Tapanuli, North Sumatra. This island is inhabited by three tourist villages, namely Sibandang Tourism Village, Papande, and Sampuran Tourism Village. These three villages collaborate to create a tourist village with high selling value; unfortunately, there is still a lot that needs to be improved in terms of promoting the sales of tour packages. This research aims to design an effective digital marketing strategy to increase sales of tour packages on Sibandang Island. The main focus of this research is at the planning stage of tour packages that suit the unique characteristics of Sibandang Island and tourist preferences. Through in-depth analysis of tourism potential, current conditions and market trends, this research produces more attractive and relevant tour package designs. The research results show that designing tour packages that are tailored to tourists' interests, such as natural, cultural and adventure tourism, as well as paying attention to sustainability aspects, can increase the attractiveness of Sibandang Island as a tourist destination. Apart from that, this research also recommends appropriate digital marketing strategies to promote these tour packages, such as using social media, collaborating with influencers, and website optimization. Thus, it is hoped that sales of tour packages on Sibandang Island can increase significantly.

Keywords: Digital marketing strategy, sibandang island, social media, tour package, tourist village.

A. INTRODUCTION

According to UN-WTO in Ismayanti, 2010 "Tourism is activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism can be interpreted as the activity of human beings who travel to and live in a destination area outside their daily environment for a period of not more than one year in a row for fun, business and other purposes. Based on the Law. RI No. 10 of 2009 concerning tourism, the definition of tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the government, and local governments. Based on Law No. 9 of 1990, it is explained that the definition of a tourist area is an area that has a certain area that is built and provided for tourism activities.

Sibandang Island Area Tourism Village is an island located in the territorial area of North Tapanuli Regency, Muara District. On Sibandang Island there are 3 villages, namely Sibandang Village, Papande Village and Sampuran Village which each has an important role in the running of tourism activities on this island. On Sibandang Island there are historical/cultural tourism, namely

in the form of the royal heritage house of King Sorta Uluan, sarcophagus, royal fortress and Namartua Situnggung site, as well as ecotourism, namely Natinsuk Peak or Sibandang Island Peak. The three villages on this island share an important part in the running of tourist activities, such as in Sibandang Village is a tourist village that focuses on cultural sites, Papande Village is in control for tourism activities that utilize human resources (HR) to make handicrafts that are characteristic of this island, and finally in Sampuran Village is a place for cultural tourist attractions such as the hoda dance, ulos weaving, and others.

Digital tourism is one of the effective strategies in promoting various destinations and Indonesia's tourism potential through various platforms. This means that digital tourism is not only introducing, but also spreading the beauty of tourism widely to increase the number of foreign tourists. The purpose of applying digital marketing techniques is to increase the number of potential tourists to choose tourism products/services. In addition, the inclusion of digital techniques in tourism marketing contributes so that tourism business actors can advertise their tourism products with different media and tools, thus allowing the selection of different promotion methods depending on the needs of each business actor. As a result, tourism business actors can use various media to promote their products, build their brands, attract new consumers, and increase their profits

By using a structured method for research location and secondary data collection techniques such as interviews and observations, it will generate web-based information system that can be implemented in the tour and travel in facilitating the process of booking tour packages by consumers, facilitating the work of the tour and travel in managing the web and expanding the market share of the tour packages offered, so that everyone can access this system anywhere without any limitations of distance and time, and ultimately can increase the sale of tour packages from the tour and travel concerned since the previous research is about the impact of web-based marketing strategy, and has not explained what kind of website look that can facilitate each related party in its activities.

The development of the era is getting faster. The business market in Indonesia is currently very benefited and helped by the presence of Instagram As a form of technological advances that are growing rapidly day by day, Instagram is an application that allows users to share photos and videos, easy use makes the Instagram application make this application in great demand by various groups both for sharing everyday information and for business. It cannot be denied that marketing communications also require communication media in the marketing communication process, one of which is through social media. With the rapid development of internet users, information exchange is getting faster and easier. It makes people more inclined to communicate via the internet because it makes it easier for users to communicate without any time, place, or distance restrictions. This convenience makes millions of people in the world. Interact using the internet so that social media sites form. Instagram is an application used to share photos and videos. Now, Instagram is developing as a medium for businesspeople to communicate business through promotional activities on the Instagram application. It has been widely used by companies worldwide.

The marketing mix is a series of marketing variables that can be controlled by a company and used to achieve goals in the target market (Saladin, 2007). Meanwhile, the tourism marketing mix has eight elements, namely: product, people, packaging, programming, place, promotion, partnership, and pricing (Morrison in Sugijama).

According to Utama (2017), a travel agency is a commercial business activity that regulates, provides and provides services for a person or group of people who travel with the main purpose of traveling. Based on this research, to find out an effective marketing strategy, the researcher will first explain the characteristics of tourists who visit Sibandang island. Tourist characteristics are explained into three parts, namely tourist characteristics based on their travel characteristics and demographic characteristics and socio-economic characteristics:

1) Characteristics of the Trip

Tourists are divided into groups based on the type of trip taken. In general, the types of travel are divided into leisure trips, visiting friends/family, business trips and other travel groups (Seaton and Bennet, 1996).

2) Demographic Characteristics

According to Sriyono, demographic characteristics consist of age, gender, marital status, number of family members, and family type (Sriyono, 2004:16).

3) Socio-Economic Characteristics

Socio-economic characteristics according to Sriyono (2004:13) consist of education, income, and livelihood (work).

A tour package is a trip that has been arranged or arranged by a travel agency which includes Accommodation, Transportation and Consumption at a predetermined price (Ismayanti, 2010). There are several packages to take into account including:

a) Transportation Costs

Transportation costs are the costs incurred to travel, these costs are in the form of infrastructure provision costs, and transportation operational costs.

b) Accommodation Cost

Accommodation costs are consumption costs and lodging costs during activities.

c) Meal costs

This fee is a fee used for eating and drinking tourists, tour guides during planned activities.

d) Parking fees

It is a levy fee for the use of vehicle parking lots used during the activity.

e) Tour guide fees

It is a fee incurred to pay a tour guide based on an agreement that has been made.

f) Tourist attraction entrance fee

It is a fee incurred to enter and participate in activities at a tourist attraction.

g) Insurance costs

It is an insurance fee that is provided to guarantee protection for tourists while traveling.

h) Profit or profit

Profit or profit is the excess income obtained from tour packages that have been made from the initial capital spent.

In addition to the tourism component, tour packages also have types that can be offered to tourists, according to (Halida, 2015) the types of tour packages in general consist of two types, namely:

a. Ready Made Tour

Ready made tour is a tour package that has been prepared and directly marketed to consumers, this package has been prepared by the travel company and offered as a finished product.

b. Tailor Made Package

This package tour is made based on requests from consumers prepared by a tour planner in terms of cost and taste of what tourists want and attracts tourists to buy special services and services at prices that have been adjusted by the tour planner.

Based on the background of the above problems, it has encouraged researchers to conduct research on the use of Digital technology as a medium to convey information in marketing the Sibandang Island "GEOTOURISM" tour package 2 days 1 night. The purpose of this study is expected to be able to explain the marketing strategy of Digital Marketing of the "GEOTOURISM" tour package on Sibandang Island 2 days and 1 night so that later it can also manage effective marketing management.

B. RESEARCH METHOD

The approach used in this study is a qualitative approach, meaning that this research is carried out with the intention of understanding the phenomenon of what is experienced by the research subject, such as behavior, perspective, motivation and so on as a whole and in the form of words and language on special natural events. This means that the approach in this study does not use numbers. The data sources used are primary and secondary data. In this study, the primary data is in the form of photo documentation, records during interviews with village stakeholders and pokdarwis and this secondary data source is supporting data from the data that has been obtained previously at the research site.

The analysis method used in the study is the Strength, Weakness, Opportunity and Threats (SWOT) analysis. The Strength, Weakness, Opportunity, and Threat (SWOT) analysis is used to analyze the potentials and problems in tourist village tour packages, including internal and external potentials and problems (Dewi et al., 2022). Internal analysis is reviewed from the strengths and weaknesses contained in the product itself, while external analysis is reviewed from opportunities and threats. Strengths, weaknesses, opportunities, and threats are weighted with the aim of obtaining priority and linkages between strategies (Asmarini, 2010).

In this study, the researcher uses observation, interview, and documentation methods. The data analysis technique used in this study is a descriptive qualitative analysis technique by conducting data collection, data reduction, data presentation, and conclusion / verification. By obtaining valid data, the researcher checked the validity of the data using the triangulation method.

C. FINDINGS AND DISCUSSION

The Sibandang Island Area Tourism Village includes three (3) complementary Tourism Villages, namely Sibandang Tourism Village which is famous for its historical heritage sites, Papande Tourism Village which prioritizes traditional crafts such as making ulos, sitolu bolit, and other handicrafts, then Sampuran Tourism Village which is in control of tourist attractions on this island. Therefore, these three villages agreed to create a joint organization called POKDARWISMA and BUMDESMA. Pokdarwisma (Joint Tourism Awareness Group) is a combination of the three pokdarwis from each village, as well as Bumdesma (Joint Village-Owned Enterprises). POKDARWISMA (Joint Tourism Awareness Group) and BUMDESMA (Joint Village-Owned Enterprises) on Sibandang Island are always racing in an effort to increase the number of sales of tour packages in this village.

Based on data collected from a survey on Sibandang Island, here are the main findings:

a) Results of the Implementation of the 8P Marketing Mix

Table 1 8P Marketing Mix on the Sibandang Island Tourism Village Tour Package

Variable	Dimension	Indicator	Statement
The marketing mix is a series of marketing variables that can be controlled by a company and used to achieve goals in the target market (Saladin, 2007). Meanwhile, the tourism marketing mix has eight elements, namely: product, people, packaging, programming, place, promotion, partnership, and pricing (Morrison in Sugiama).	Product	Nature tourism	Pulo Sibandang has a variety of natural attractions, such as the peak of Sitissuk which presents a view of Lake Toba from the highest point of Sibandang island and the beaches on the coast of Sibandang island.
		Cultural tourism	Pulo Sibandang is famous for its ulos weaving which coincides with Papande village, this village consistently produces ulos every day which is also used as a tourist attraction. Sibandang Island also features cultural tourist attractions such as hoda-hoda dances, traditional musical instruments and others.
	Browse	Service	The management of tour packages on Sibandang Island is still somewhat inefficient because the lack of human resources in this destination hinders the improvement of service quality at this tourist location. However, many people have a great desire to learn.
	Packaging	Tour package options	The tourist village of the Sibandang island area has a tour package that includes many activities, from sports activities such as trekking, bicycles, kayaking, to traditional activities such as marsolu bolon, ulos weaving, making sitolu bolit golang, hoda dance, to agro-tourism.
		Suitability of tour packages	The tour packages offered are quite promising but not varied.
	Programming	Annual people's festival program, Solu Bolon, and Kayakan	The people's festival program is held once a year with the participation of all people in Pulau Sibandang.
		Papande ulos village program	The Papande ulos village program consistently produces ulos weaving in every house and has been marketed through e-commerce.

		Program konsep green tourism	The concept of green tourism is the way chosen by the Sibandang Island Pokdarwisma to package tour packages on this island.
		Dance studio program	This program is still in the stage of fostering human resources, especially youth and children.
	Place	Distribution channels to achieve the target market	Knowing the Sibandang Island Area Tourism Village tour packages from Digital Marketing and cooperation through various parties.
	Promotion	Advertising	Knowing the Sibandang Island Area Tourism Village Tour Package through websites, social media, flyers to physical brochures but less influential because of inconsistent content, especially on the youtube platform.
		Public relation	Knowing the Sibandang Island Area Tourism Village Tour Package through an agency that collaborates with the management (Pokdarwisma).
		Personal selling	Knowing the Sibandang Island Area Tourism Village Tour Package through Pokdarwisma which distributes brochures.
	Partnership	Cooperation with Academic Institutions	The Sibandang Island Area Tourism Village has cooperation with various campuses so as to increase the opportunity for a wider market share.
		Collaboration with influencers	The Sibandang Island Area Tourism Village has collaborated with social media influencers such as Instagram, YouTube, and TikTok to increase digital marketing promotion.
	Pricing	Appropriateness of tour package prices	The price is in accordance with the quality enjoyed.
		Offers	The absence of a variety of tour packages makes there is no price quote

			for this product, this is a threat to increase sales.
--	--	--	---

Table 1 8P Marketing Mix This shows that the Sibandang Island Area Tourism Village has great potential to compete in the world of tourism, but there are the most prominent shortcomings in the HR (human resources) section in the tourism sector. Even so, from the results of interviews conducted by the research team with the chairman of the Sibandang Island Pokdarwism, it is known that even though the human resources are not met, many people are also highly willing to learn and take advantage of the existing potential.

b) Interview Results

The interview was conducted with Mr. Switno Rajagukguk, chairman of the Pokdarwisma in the Sibandang Island Area Tourism Village on October 13, 2024. The purpose of this interview is to explore information about the marketing efforts of tour packages and the challenges faced by tourism villages.

1) Efforts to Market Tour Packages

The resource person explained, "We have made efforts through Instagram marketing, yes, we rely on the most at this time. Because of the current trend of society on Instagram and TikTok, we market through there. However, it is still not optimal because the number of people who use it is still limited. Hopefully in the future, we want to develop several other platforms."

2) Advantages and Disadvantages of Digital Marketing Teams

Regarding the advantages and disadvantages of the digital marketing team, the resource person revealed, "We still have many shortcomings, especially in human resources. Social media use is still lacking, including video editing for less engaging posts. In addition, the equipment we use is only makeshift only. The main drawback is that the signal here is still weak, even arguably 4G but it doesn't work."

3) Digital Channels Utilized

The resource person explained, "The main digital channel we use is Instagram. Voluntourism activities that have been attracting tourists to register through Instagram. They saw it from social media marketing, then registered."

4) Website and YouTube

When asked about the website and YouTube, the interviewee replied, "We already have a website and a YouTube channel, but that hasn't been the main focus. We are still more focused on one social media at this time. The existing website is still from the Ministry of Tourism and Creative Economy and is poorly managed because we lack human resources; There are only one or two people who do it all."

5) Content Strategy

The resource person stated, "One example is that we follow new trends on social media. We use trending templates."

6) Disadvantages of Tour Packages

Regarding the weaknesses of tour packages, the resource person added, "The weaknesses of our tour packages include facilities that still do not support the maximum

sales level. Accessibility on Sibandang Island is also an obstacle, especially signals. When tourists come, they want to share their photos, and that's hard to do here."

7) Top Competitors

The resource person said, "The main competitors for the Sibandang Island Tourism Village are Pokdarwis and BUMDesma. Pokdarwis markets their tour packages in collaboration with the NGO Strive, while BUMDes manages homestay rentals."

8) Threats from Competitors

Regarding the threat from competitors, the resource person argued, "There are not too many rivals. Tour packages should work together, not just stay in one place. Tourists can get bored if they are only in one place constantly. We can collaborate with Samosir to make more attractive tour packages."

9) Threats from within the Village

Finally, the resource person emphasized, "The biggest threat from within the village is the lack of human resources. Human resource development on Sibandang Island is very necessary. Hopefully, after there is continuous assistance, this lack of human resources can become an advantage."

c) SWOT Analysis Results

The author reviewed the results of these observations using a SWOT analysis. By conducting a SWOT analysis, tourism village tour package managers can formulate more effective strategies, maximize strengths, minimize weaknesses, take advantage of opportunities, and prepare themselves for threats, this helps in the development of tourism products that are more attractive and relevant to the market. The following are the results of the SWOT analysis found:

Table 2 SWOT Analysis through 8P Marketing Mix on the Sibandang Island Tourism Village Tour Package

SWOT ANALYSIS	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
	• Cultural and Natural Attractions: Sibandang Island offers a variety of cultural attractions such as folk games, hoda hoda dance, and ulos weaving, as well as natural attractions such as trekking and rowing traditions. • Adequate Tourist Facilities: The facilities provided at Pokdarwis are in accordance with the tour package, including bicycle rental. • Potential Tourist Destinations: Sibandang Island is a hidden gem that has attractive green tourism potential. • Voluntourism Concept: Tourists can engage in volunteer activities, adding value to the travel experience. • Modern Promotional Content Strategy: The use of trending promotional templates increases marketing appeal.	• Limitations of Tour Packages: Local human resources that are not ready and suboptimal website management limit the promotion of tour packages. • Minimal Culinary Services: Limited culinary options and inadequate services from the local community. • Quality of Service Needs to Be Improved: There are still complaints about the quality of service, which requires further training. • Ineffective Use of Social Media: Editing of unattractive video content and underutilized social media platforms. • Inadequate Facilities and Accessibility: Limitations in facilities and accessibility to tourist sites.

<u>OPPORTUNITIES</u> • Ecotourism and Voluntourism Trends: Increasing tourist interest in sustainable tourism. • Partnerships with NGOs: Potential to work with NGO Strive in capacity building and promotion. • Annual Events: Holding events such as the People's Party can attract more visitors. • Government Policy Support: Regent Regulations that support the development of tourist villages provide additional opportunities. • The Sibandang GOWES Festival: This event can increase awareness and tourist visits.	<u>SO</u> <u>(STRENGTHS-OPPORTUNITIES)</u> • Developing the Voluntourism Program: Integrating cultural attractions with Voluntourism to attract tourists who care about the environment. • Annual Event Promotion: Increasing the promotion of the annual event to attract more visitors and strengthen the branding of Sibandang Island.	<u>WO</u> <u>(WEAKNESSES-OPPORTUNITIES)</u> • Training and Human Resource Development: Conduct training for local communities to improve services in the tourism sector. • Partnerships with NGOs: Leveraging collaboration with NGO Strive to increase human resource capacity and promote tour packages.
<u>THREATS</u> • Human resource limitations: The need for continuous assistance for local human resources. • Community Economic Conditions: Low community income which affects tourism development. • Environmental Risks: Threats from natural disasters such as landslides, especially in the rainy season. • Political Issues and Distance from Cities: These factors can affect the number of tourist visits. • Travel Trend Uncertainty: Changes in travel trends can affect the number of visitors to Sibandang Island.	<u>ST</u> <u>(STRENGTHS- THREATS)</u> • Promoting Green Tourism: Emphasizing the appeal of green tourism to attract tourists while educating about the importance of conservation. • Increasing Tourist Awareness: Using social media to educate tourists about the risks and highlight the unique experiences on Sibandang Island.	<u>WO</u> <u>(WEAKNESSES- THREATS)</u> • Economic Diversification: Developing alternative sources of income outside of tourism to mitigate the impact of a low economy. • Environmental Risk Mitigation Plan: Develop mitigation strategies for natural disasters to ensure the safety of tourists and local residents.

This analysis can be a guide for the development of tourism on Sibandang Island, by taking advantage of the existing strengths and opportunities while addressing the weaknesses and threats faced. From the results of the above study, the researcher concluded that in addition to human resources, one of the biggest factors hindering the increase in the number of sales of "GEOTOURISM" tour packages on Sibandang Island 2 days 1 night is the lack of variety and the structure of activities that are less attractive. Therefore, the researcher made 2 (two) small examples of tour packages that can be applied by the management (Pokdarwisma Pulau Sibandang) which can later be marketed through *digital marketing* of Sibandang Island, be it TikTok, Instagram, or Youtube. This tour package needs to be packaged in such a way in the form of interesting content in order to increase the number of *viewers* on the official social media account of the Sibandang Island Area Tourism Village.

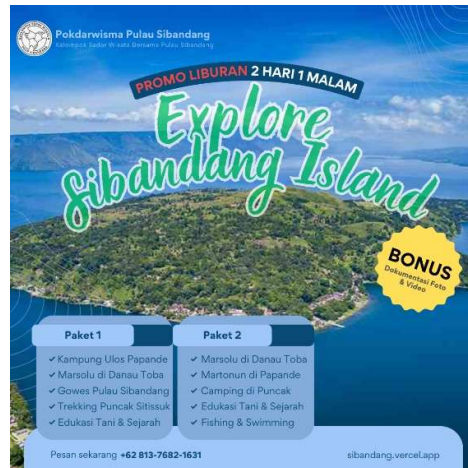


Figure 1. Example of a Tourism Village Tour Package Design in the Sibandang Island Area.

Source : Author, 2024.

D. CONCLUSION

Based on the results of the research that shows the great potential of the Sibandang Island Area Tourism Village and the existing challenges, here are strategic recommendations to increase the marketing and sales of tour packages:

1) Improving Human Resources (HR)

Training and Workshops, hold regular training that focuses on customer service skills, digital marketing, and content management. Cooperation with educational institutions or NGOs can strengthen this program. Mentorship, engage professionals from the tourism industry to provide guidance to the local community in managing tour packages and interacting with tourists.

2) Diversification of Tour Packages

Package Development, add a variety of tour packages that include local culinary attractions, adventure activities, and immersive cultural experiences, such as ulos weaving workshops. In this case, the researcher has made 2 examples of tour packages along with the rundown of their activities that the management can use as a reference in the future. Seasonal Offers, create special packages for specific seasons or exciting local events, such as cultural festivals or ecotourism programs.

3) Optimizing the Use of Social Media

Creative Content Campaigns, develop engaging video and photo content on platforms like YouTube and TikTok. Use storytelling to highlight the unique experiences that Sibandang Island has to offer.

Collaboration with Influencers, invite relevant influencers to visit and share their experiences on social media, increasing the visibility and appeal of the destination.

4) Strategic Partnerships

Cooperation with NGOs, leverage partnerships with non-governmental organizations to increase tourism promotion and management capacity. It can also include assistance in the provision of equipment and training. Network with Academic Institutions, build partnerships with universities for sustainable tourism research and development, as well as internship programs for students.

5) Event and Festival Promotion

Marketing Campaigns for Annual Events, create a strong marketing plan for events like Pesta Rakyat by leveraging social media, online advertising, and partnerships with local media to increase participation. Special Festivals, host festivals that combine various activities, such as sports competitions, art performances, and food bazaars to attract visitors from all walks of life.

6) Integrated Strategy

Holistic Approach, design a marketing strategy that integrates social media, events, and collaborations with partners to create a coherent campaign. Use analytics data to evaluate the effectiveness of your campaigns and make necessary adjustments. Experiential Marketing, focus on promoting tourism experiences that highlight the uniqueness of Sibandang Island, such as direct interaction with local culture and voluntourism activities.

By implementing this recommendation, the Sibandang Island Area Tourism Village is expected to increase competitiveness, attract more tourists, and maximize the existing tourism potential.

REFERENCES

- <http://eprints.itenas.ac.id/1396/6/05%20Bab%202%20242014123.pdf>
http://eprints.undip.ac.id/58271/4/BAB_II.pdf
Martoyo, Anang. (2022). PROMOTION STRATEGY OF TANJUNGPURA TOURISM VILLAGE TANJUNG LESUNG SEZ THROUGH DIGITAL PLATFORM. Scientific Journal of Management and Entrepreneurship, Volume 2 (Number 2 July 2022), 974.
Ismayanti. (2010). Introduction to Tourism. Jakarta: PT Gramedia Widiasarana Indonesia.
Suzanna, R. A. 2003. The Role of Tourism in Development. Semarang: Diponegoro University.
UPI Repository: Tourism Constitution Number 9 of 1990.
M S Iskandar and I N Firdaus 2018 IOP Conf. Ser.: Mater. Sci. Eng. 407 012048.
Nopita, Dewi. 2023. Utilizing Instagram for Tourism Package Marketing in the Pandemic Era CV Nara Tour Organizer. International Journal of Business, Education, Humanities and Social Sciences Vol 5 No 2.
Djaslim Saladin, 2007, Marketing Management, Bandung; Linda Karya.
Gima Sugiana (2013). Bandung Tourism Asset Management: Guardaya Intimarta.
Mainly, I Gusti Bagus Rai. 2017. Tourism Marketing. Yogyakarta: CV. Andi.
Armindiana, Devi. 2018. ANALYSIS OF CHARACTERISTICS AND RESPONSES OF DOMESTIC TOURISTS IN THE TEBING BEACH TOURIST ATTRACTION, REMPEK VILLAGE, GANGGA DISTRICT, NORTH LOMBOK REGENCY. Journal of Educational Research & Development Studies Vol. 6, No. 1, April 2018, p. 8-15.
Nuria, Halida. 2021. DEVELOPMENT OF EARLY CHILDHOOD TOUR PACKAGES AT UNKHAIR'S TOUR AND TRAVEL. Faculty of Cultural Sciences, Khairun University Volume 19(1).
Afifah, Nur Dewi et al. 2022. "Development of Water Cycle Diorama Media to Improve Science Learning Outcomes in Elementary Schools." Journal of Education and Counseling 4(3):528-33.
R. Asmarini, 2010, "The Effect of Sport on the Athlete's Menstrual Cycle", Thesis, Diponegoro University, Semarang.