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RESEARCH ARTICLE

Analysis of the Potential of Uventira Dark Tourism within the Protected Forest Area of Central Sulawesi Coffee Garden

Jamaludin[1*], Imran[2], Shofia[3], Windy[4], Zumrotin Nisa[5]

[1,2,3,4,5] Faculty of Teacher Training and Education, Tadulako University, Palu 94118, Indonesia

ARTICLE INFO	ABSTRACT
     *Corresponding Author: Jamaluntad66@gmail.com	Uventira, located in Central Sulawesi, is considered by the locals as a place where supernatural entities reside. Consequently, individuals frequently visit this area for a multitude of reasons. The objective of this study is to investigate the possibilities and tactics for promoting dark tourism as a means of preserving culture and protecting the environment. This study employs qualitative methodologies to investigate social phenomena by gathering data directly from sources within the environment, utilizing primary research instruments. Data analysis, specifically involving data reduction, data presentation, and conclusion making, employs SWOT analysis to delineate the Strengths, Weaknesses, Opportunities, and Threats that can aid in the development of Uventira in the realm of Dark Tourism. The visual perceptions 1) Display unusual forest scenery characterized by its unique features. 2) Present eerie narratives such as mythical tales (e.g., Uventi, an imperceptible city), ethereal creatures, customs of the unseen realm, and various supernatural occurrences. The tourism prospects of Uventira. There are seven abstract gates that provide access to the unseen realm of uventira. These gates include a hall of offerings, three graves that protect the kingdom of uventira, a bridge that connects the invisible world with the tangible world, and a huge tree designated for meditation and devotion. The proposed approach to transform uventeria into a dark tourism destination involves conducting a Focus Group Discussion (FGD) with the local community and government authorities. The objective is to collaboratively develop uventeria as a dark tourism site by formulating a comprehensive plan. Additionally, efforts will be made to raise awareness and educate the public about the concept of tourism, while encouraging active engagement from individuals. The objectives include enhancing facilities and infrastructure, creating dark tourism videos, promoting culture and tourism through various media channels, educating the tourism knowledge community, encouraging active community participation, and generating tourism incentives to provide equipment and supporting infrastructure.

1. INTRODUCTION

The tourist sector has experienced substantial growth and has exerted a notable influence on the worldwide economy, particularly in recent years. According to Dahles (2017), the growth of the tourism business increased rapidly following the decline of the industrial sector. Tourism is a significant and prominent industry on a global scale. Tourism has a significant role in driving economic growth, generating employment opportunities, and contributing to foreign exchange revenues in numerous countries. This sector generates employment opportunities in the fields of lodging, transportation, gastronomy, and other interconnected industries.

In accordance with the action plan, the Central Celebes provincial administration, under the purview of the Department of Tourism, has implemented measures to construct provincial tourism sites and prominent tourist destinations as outlined in the Central Celebes provincial legislation.

This is the fifth edition of the Tourism Development Master Plan for the years 2019 to 2034. The strategic choice of the Donggala District Office to promote the Uventira area as an offbeat tourist destination, in order to diversify local income sources, would have a substantial impact on the local economy. Nonetheless, this task necessitates meticulous strategizing, adherence to ethical principles, and the incorporation of other concepts, such as undertaking empirical investigations to evaluate the tourism prospects in the area. This assessment encompasses considerations of tourist destinations, infrastructure, accessibility, and potential environmental repercussions. In order to be considered a unique tourist destination, it is crucial to offer additional benefits, particularly for illicit tourism (Dinitri and De Sember, 2021).

Tourist sites are commonly regarded as sources of amusement, and in recent times, locations that address human sorrow and bereavement have gained significance as tourist attractions (Robb, 2009). The region of Uventira embodies the collective faith in the realm beyond the natural world. Uventira is a region often perceived as the largest city in the world, originating from the Pacific Ocean and populated by numerous alien species, as per various unverified accounts. Uventira refers to a form of cultural inheritance that persists as a system of beliefs connecting individuals with their forebears. Long-standing traditions are the beliefs and rituals that society has inherited and passed down from one generation to another. It is often believed that ancestral traditions bestow prosperity upon future generations and are derived from global cultures. These beliefs and cultures give rise to many concepts and interpretations throughout society. Religious systems frequently highlight, analyze, and explore the complexities of decision-making and serve as reminders of what is deemed unacceptable or acceptable. They also delve into inquiries regarding truth and reality. Occasionally, the administration of tourist attractions involves the integration of history and travel (Lennon, 2017).

The term "Dark Tourism" has been widely used in the field of tourism and has been the subject of research since it was first defined in 1996. The popularity of dark tourism has surged in recent years as individuals increasingly pursue distinctive and unconventional experiences. As a result of the increasing fascination among visitors and scholars in visiting locations connected to death and brutality, several terms have been employed to characterize, elucidate, and comprehend this societal occurrence (such as dark tourism, thanatourism, or morbid tourism) (Biran and Poria, 2012). The cultural heritage planners of the dark tourist destination arrived subsequent to the recognition of the places of sorrow (Strange and Kempa, 2003). Uventira provides a distinctive chance for adventurous visitors intrigued by the macabre, to explore eerie locations and engage in extraordinary rituals associated with enigma and mortality. Uventira provides an exceptional and distinctive experience for adventurous travelers, offering enough opportunities for exploration and immersion. Exploring the historical and cultural significance of a location through dark tourism is a captivating and significant concept for gaining insights into its history and culture. Uventira, being a gloomy tourism site, offers insights into the folk customs and folklore that have been passed down through multiple generations. Dark tourism provides both a physical location for connecting the living and the dead, as well as a mental space for constructing a contemporary understanding of existence (P. R. Stone, 2012).

The notion that Uventira harbors supernatural entities can have significant cultural and social ramifications. Cultural literacy yields significant advantages by enhancing comprehension of various cultural facets and fostering diversity, tolerance, and intercultural discourse. Acquiring cultural knowledge enhances comprehension of the roots, principles, standards, and customs of a particular cultural community. By promoting tourism, we can provide a more comprehensive and precise narrative about the community.

This conviction has the potential to influence individuals' perspectives and dispositions towards the metaphysical and otherworldly realm. The notion that uventira is a dwelling place for supernatural entities has the potential to allure tourists to the community. Dark Tourism refers to a form of tourism that encompasses travels to actual or reconstructed locations connected to death, misery, accidents, or seemingly frightening events (Fonseca & Seabra, 2016). The belief in imaginary supernatural entities is also evident in oral traditions and regional artistic expressions, including songs, dances, folklore, and visual arts. Tales of paranormal entities can serve as a catalyst for indigenous artists to produce artistic creations that mirror indigenous beliefs and folklore.

People think that the Uventira myth is a sort of belief in supernatural beings that have power and influence over people and people's lives. Society recognizes and appreciates other beings that exist along with humans in the world. Communal beliefs are a sort of holy reverence and have an exceptional mystical force that makes people appreciate nature, that nature becomes angry when man breaks taboos. According to Barber (2009), myths refer to ancient beliefs about invisible natural life that are rooted in the unscientific pursuits of human culture and born from human efforts in an unscientific manner and are not grounded in real experience to explain the world or natural environment. Around Myths are thought to have moral implications for people who believe in them (Overing, 2013).

Dark tourism can give local people an opportunity to promote local culture. Stakeholders interested in the development of blind tourism in a destination must build a story and meaning for the tourism destination (Martini and Buda, 2020). By interacting with guests, local communities can offer tales, customs and beliefs that define their cultural identity. It can also motivate local people and respect cultural heritage from generation to generation.

METHOD

The research method is a systematic approach used to observe and gather accurate information in a certain area of study. Municipal citizens, visitors, and municipal administrations were among those that replied. The given decision is associated with snowball sampling, a method that determines the number of samples depending on the means or data point, while considering the advantages of the information. The research tool serves as the main instrument via which the researcher collects information directly from the subject area by means of field observations, interviews, focus groups, and literature reviews. Data analysis encompasses several techniques such as data reduction, data visualization, and drawing conclusions. This process is continuous throughout the study, even prior to data collection. Researchers utilize SWOT (Strengths, Weaknesses, Opportunities, Threats) data analysis to form assessments.

RESULT AND DISCUSSION

Uventira location description

Uventira is a municipality located within the province of Central Sulawesi. This location is situated in an elevated region characterized by mountainous terrain, and it is encompassed by the Parigi Moutong Regency and Palu City. The Uventira region is located 40.9 kilometers away from the city center of Palu, and 32.9 kilometers away from the city center of Parigi. It is spread throughout a mountainous landscape that is primarily occupied by coffee plantations. As per local customs, access to the legendary city of Uventira (Fig. 1) is possible through many entry points, such as the bridge on the Trans Sulawesi road, Sis-Aljufri airport, Nopabomba, Tawaili red light, STQ, UNTAD sector, Poboya, and the west shore (Enu). The study conducted by Jamaludin and colleagues in 2018.
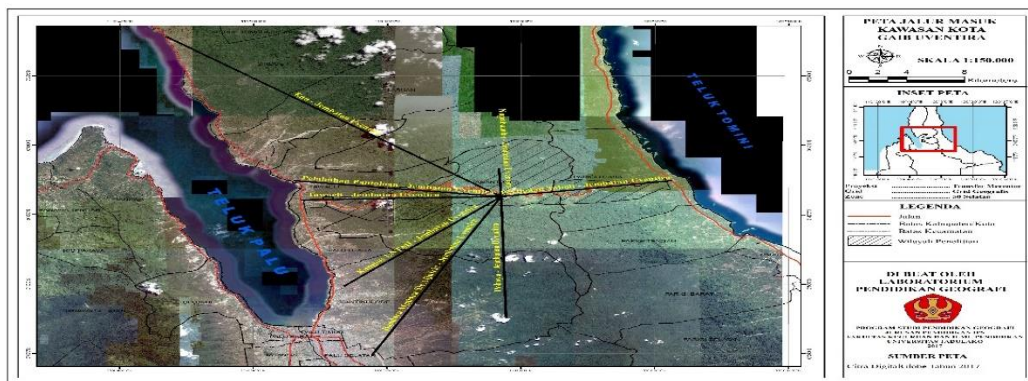

Figure 1: Map of entrance to the magical city area of Uventira

Uventira's dark tourism potential

The inhabitants of Sulawesi Tengah hold strong belief in a spiritual being known as "Uventira." Uventira was constructed as a sacred site dedicated to the veneration of Mahluk Gaib, and the inhabitants of Uventira refer to it as such. According to society, Uventira is considered the golden city and the wealthiest city in the world, believed to be the sunken country of Atlantis (Jamaludin et al., 2018). Uventira is renowned for being a town situated in the mountains where its residents frequently observe peculiar events and experience mystical phenomena. Dark tourism, a niche form of tourism, involves visiting sites that are connected to sorrow, bereavement, or disaster. The purpose of these journeys is to offer people distinctive experiences and educational opportunities that can perhaps enhance their emotional well-being (Kusumawardhani, 2021).

Uventira symbolizes the environmental movement by effectively influencing individuals' cognition and conduct, fostering a sense of accountability and affection towards nature (Jamaludin et al., 2018). The Uventira region possesses a robust cultural and historical heritage intertwined with mystical concepts and supernatural beings. Visiting destinations associated with tragedy, misfortune, and mysticism has now become a prominent aspect of the tourism business (Philip R. Stone, 2006). If the potential is properly preserved and accessible to a significant number of individuals, it has the potential to become a popular tourist destination (Chalmer, 2011, as cited in Eman Sukmana et al., 1970).

Hauntingly eerie view of the forest

The Uventira area is exquisite woodland imbued with an authentic natural ambiance, nestled within the picturesque highlands of coffee plantations. The scene is characterized by a sense of chill, with towering trees and bushes lining the rugged river. Initiating the expedition to the enchanting urban region of Uventira necessitates tracing the course of the river (Fig 2). To reach the destination, navigate through the dense foliage and rugged terrain amidst towering, shadowy trees. In addition, you have the option to traverse the riverside, navigating around boulders, ascend precipitous peaks, and maneuver through dense foliage. According to the custodian of Uventira, the supernatural entities residing in the region have an aversion to large gatherings, despite the potential of the pool to become a prominent attraction for tourism.

Figure 2: Walk alongside the river's edge beyond the boulders

Uventira is an enchanting woodland region featuring seven portals that grant access to a splendid metropolis adorned with structures crafted from gold, visible exclusively to individuals possessing an untainted and virtuous soul. A significant number of individuals from areas beyond Palu and Donggala are drawn to Uventira with the aim of acquiring cash and even talismans to initiate their entrepreneurial ventures. Uventira serves as a sanctuary for individuals seeking to enhance their understanding of magic, enabling them to establish direct communication with the mystical beings residing in Uventira. Through this connection, they can make specific requests for items such as gold, currency, amulets, or sacred artifacts. Prior to their visit, the majority of dark tourism enthusiasts are captivated by the subject matter, and once they arrive at the destination, they become deeply fascinated.

Tales of the supernatural

Persons who pass through the Uventira area often encounter weird occurrences and are shown supernatural phenomena such as seeing or being flashed by persons wearing white robes and hearing strange sounds; some residents even disappear and are said to be living in a supernatural world, Uventira. However, there is a belief that can only be comprehended by particular groups as a form of peculiar belief in supernatural beings.

Uventira is a forested region within a coffee plantation that is believed to possess supernatural abilities (Fig 3). Consequently, individuals who enter or engage in activities within this area are required to perform specific rituals beforehand. The dialogue ritual serves as the initial stage of a conventional ritual that paves the way to the realm of the supernatural. The purpose of the ritual is to establish communication with spiritual entities or spirits for the purpose of seeking advice, requesting assistance, or attaining specific spiritual objectives. The mantra sound that references "uventira" is as follows: "Himo ngena pobawayaka kami Kana raepe miu." This indicates that this location possesses extraordinary abilities. Enter the room, please. The phrase "Makava ledo" does not have a clear meaning or context. Nemo The bird perched on a branch, displaying its dignity and elegance. Topoulena, totua, and umbamo pura tomanuruna Simo is feeling incredibly exhausted. This is our delivery, often known as a presentation. It is imperative that you remain attentive. Do not arrive at a later time, Satan, who originates from Kulawi, boasting, and Gohira. Where have you departed, all you revered individuals, forebears, and malevolent beings? Participate in our upcoming event organized by Gazali et al. in 2023.

Figure 3: Depicting the act of summoning spirits through a ceremonial process

In addition to conventional ceremonies, individuals who pass through, visit, or participate in events in the Uventira region are prohibited from carrying eggplants due to the belief that it will result in accidents. This phenomenon instills a heightened belief in supernatural entities among individuals, and if they behave recklessly, they may provoke and agitate the inhabitants of the Uventira region. Consequently, depending on the belief system, it has the capacity to impact not just the residents of the Uventira region, but also the individuals who go through the area.

Cultural customs are passed down through generations and firmly established as traditions in society. In addition to the idea that it is unlawful to transport eggplants while crossing roadways in the Uventira region, the community also holds the concept that one must sound the horn and greet others. On the Trans Sulawesi route in Palu Parigi, it is customary to honk the horn while crossing the bridge in the Unetira neighborhood. The bridge is said to serve as a conduit or pathway to the realm of the supernatural or the city of Uventira. In addition, before to engaging in any activities within this vicinity, it is imperative to do customary rites as a precautionary measure against any potential negative occurrences. Engaging in photography without according to customary rites and engaging in reckless deforestation are both forbidden acts that must be avoided.

The bridge that links the imperceptible realm to the tangible realm

A fascinating component of people's beliefs regarding the mystical city of Uventira is the notion that the city can be accessed through multiple entrances located in different regions of Central Sulawesi. The bridge located on the Palu Parigi axis road in Tanantovea District is believed to serve as the primary route connecting the realm of the supernatural to the city of Uventira. The path leading to the city or palace of Uventira is reputed to have seven entrances, each represented by a distinct creature: Door 1: horse, Door 2: leopard, Door 3: lion, Door 4: three-headed snake, Door 5: kalomba, Door 6: Hulubalang, and Door 7: Riko'. One of the gateways to the illustrious city of Uventira is protected by a doll that, upon contact, metamorphoses into a human being. Uventira possesses a

mystical aspect, with a tourist attraction that remains hidden from the view of most individuals. However, this particular starting point has not yet been clearly established in the field of study (Jamaludin et al., 2018).

Uventira is characterized by the prominent abundance of diverse species of towering trees and a bridge reputed to grant visibility to supernatural phenomena exclusively. The bridge (Fig. 4) serves as the gateway to the enigmatic realm of Uentira. The belief in the existence of supernatural beings or spirits is pervasive in several civilizations, both in their cultural practices and daily lives. The people of Central Sulawesi possess a profound belief system rooted in narratives and myths concerning the presence of spirits and otherworldly entities.

Figure 4: The renowned Uventira Bridge is believed to be haunted

Offering hut

Visitors consistently visit the meditation house or hut. The dwelling or offering (Fig. 5) hut is adorned with yellow fabric. The color yellow is commonly associated with Uventira and holds a significant spiritual significance, symbolizing the hallowed nature of the land and its abundance of captivating narratives. In addition, Uventira upholds the significance of two more hues: red, symbolizing courage, and white, symbolizing purity and sanctity.

Figure 5: Dwelling or small structure used for storing offerings or sambulu

Three tombs of uventira's protectors

Locations that are deemed mystical or haunted are invariably linked to burial sites or abodes of supernatural entities. Uventira, being a dark tourism destination, possesses three burial sites. The distance to reach the burial is around 2 kilometers, which involves across the river and ascending the mountains. Nene Jenggok and Nene Karaeng are interred in the primary cemetery, while Puebongo and Mangge Rante are interred in the secondary cemetery. Nene Lauro, on the other hand, is interred in the tertiary cemetery. The tomb (Fig. 6) is adorned in white, yellow, and red fabric, with each piece measuring 7 meters in length. Nene Karaeng is often observed seated on a gilded chair by those with visual perception.

Figure 6: The tombs were adorned with yellow, red, and white cloth

An enormous tree for meditation and worship

Visitors flock to uventira with many intentions, encompassing the pursuit of riches and the acquisition of amulets to facilitate trade. Uventira was reputed to possess amulets or supernatural artifacts believed to enhance trade or other pursuits. Beliefs in supernatural or spiritual powers

that can impact one's fortunes in political, business, or economic endeavors are evident in such actions. Diverse societies possess narratives and customs surrounding particular objects or rituals believed to provide good fortune or safeguard individuals from danger. In addition, there are visitors who engage in meditation beneath a substantial tree that has been adorned with a variety of things and offerings. Certain individuals visit sacred sites with the expectation of attaining favorable circumstances

The Uventira region is believed to possess a unique form of energy or power that can provide assistance in different domains of life, including politics, trade, and prosperity. An instance of a supernatural manifestation observed in the Uventira region consists of multiple photographs of aspiring council members who purportedly visited the location in order to pacify political fervor. Many citizens, both from Uventira and other locations, often engage in rituals at this site for diverse reasons, including their curiosity about the magical nature of the spot, their desire to see the central point of the golden city, and their intention to execute numerous rituals for different causes.

Uventira is an intriguing territory that is considered by the community to be situated in Central Sulawesi, specifically in the sub-district area. Tanantovea, located in Nuvabomba Village, is widely regarded as a region dedicated to coffee farming. Uventira is thought to be the dwelling location of supernatural creatures that exercise effect on human existence, according per local beliefs. Various cultures have the belief in the presence of supernatural entities or spirits inside their cultural and everyday living. The people of Central Sulawesi believe in the existence of ghosts and supernatural creatures, and Uventira is thought to be a magical city with a treasure of gold (City of Gold). The existence of a dwelling where offerings are conducted symbolizes the collective belief of this community. Palaka, also known as the house of offerings, is the designated space for placing and serving the offerings. Offerings (Sambulu) are a popular practise in many cultures in which food, drinks, and other things are offered to spirits or spiritual entities as a mark of respect or prayer.

Based on the findings, it is possible to conclude that Uwentira's potential as a dark tourist destination from the standpoint of Aspect 5A is:

Table 1: Analysis of Uventira's dark tourism potential based on 5A aspects

Aspek	Kondisi
Attractions	Haunted forest, golden city, traditional rituals, mystical stories, supernatural creatures, offering huts, meditation trees, Uventira guards' graves
Amenities	Rest huts, chief of the tribe, prayer place, food stalls, toilets
Accessibility	The stop is right on the Trans Sulawesi highway, there is internet connectivity at various points, and entry to the invisible city of Uventira offers views of forests, rivers, and lakes.
Accommodation	Lodging/hotels/homestays and restaurants are not yet available at tourist locations
Activity	Local wisdom expresses people's beliefs in the magical city of Uventira through traditions and other rituals passed down from generation to generation.

Discovering the potential of tourism from a culturally literate perspective is an exciting and significant topic for understanding a place's history and culture. Uventira, a relatively unknown tourist location, can exhibit the customs and legends passed down from generation to generation. Tourists listen to stories about the local community's customs and traditions, legends, and stories regarding the existence of ghosts and the supernatural world. Figure 1 represents the SWOT matrix for Uventira and the potential of dark tourism, which shows the strengths, opportunities, weaknesses, and threats, and is also used as a reference for Uventira and dark tourism development plan.

	Strength	Weakness
Internal	1. Realm beyond the natural world 2. Entities with supernatural abilities 3. Location of a woodland that is believed to be haunted. 4. Conventional rituals and tributes 5. Indigenous knowledge of the community 6. Ordinary individuals can reach alternative natural dimensions. 7. Phenomenon with mystical qualities 8. Sacred space for contemplation and religious devotion	1. The community has not effectively managed Uventira as a tourism destination. 2. Insufficient amenities 3. No maintenance has been carried out. 4. The government has not yet assumed a role.
(Opportunities)	SO Strategy	WO Strategy
1. Investigate and advocate for the examination of historical or contentious occurrences. 2. Enhance the economic conditions of the nearby community 3. Conservation of cultural heritage and the natural environment 4. Individuals possess knowledge about tourism. 5. Enhancement of amenities and infrastructure.	1. Conduct a focus group discussion with the community and government to establish Uventira as a dark tourist destination. 2. Develop a strategic blueprint for transforming Uventira into a dark tourist destination.	1. Facilitating the socialization and education of communities with a strong awareness of tourism. 2. Encourage the community to engage actively 3. Furnishing auxiliary amenities and infrastructure
Threat	ST Strategy	WT Strategy
1. Elicit intense emotions such as sadness and horror. 2. Cause harm to the physical and cultural surroundings 3. Divergent public attitudes can lead to conflicts.	1. Create a promotional video for Uventira that focuses on dark tourism. 2. Dissemination of culture and tourism via diverse media platforms	1. Oversight in the field of tourism management 2. Foster cooperation with the community, local government, and stakeholders.

The tourist development plan as a dark tourism destination can be summarized by its strengths and opportunities. This feature might entice visitors who are interested in learning more about the area's history and culture. Visitors' emotions can be stimulated by visiting areas connected with tragedy or powerful emotions. Emotional experiences can encourage contemplation, improve understanding of others, and evoke empathy. Uventira as a Dark Tourism site might be an alternative educational facility that allows visitors to explore in detail and in a unique way. This can be an opportunity to obtain a deeper knowledge of the historical or social backdrop. This might stimulate dialogue and productive action in resolving critical concerns.

Dark tourism in Uventira can stimulate the local economy through employment creation, boosting the sales of goods and services, and tapping into the latent tourism potential. tourist development

has the potential to impact the cultural knowledge of local communities, stimulate economic growth, and enhance community income. Additionally, tourist development policies can create avenues for community engagement in diverse tourism activities (As-Syahri, 2018). In recent years, the notion of dark tourism has been formulated and examined, leading to its implementation in numerous destinations worldwide. This phenomenon has significantly contributed to the economic and reputational aspects of a country (Khaydarova & Joanna, 2022). The generated income from tourism might be used towards the preservation and enhancement of the site.

Dark tourism destinations can exert both beneficial and harmful influences on local communities. Dark tourism is experiencing an increase in appeal, while it remains irrational and restricted, especially in terms of consumption (P. Stone & Sharpley, 2008). This can facilitate our comprehension of historical occurrences, their repercussions, and strategies for handling them in subsequent times. Dark tourism significantly influences the local economies, culture, and the dynamics between inhabitants and visitors. Dark tourism locations have ethical and emotional challenges, although they provide ample possibilities to gain knowledge about their historical, cultural, and societal influence.

CONCLUSION

The Uventira region embodies the spiritual convictions of the To'Kaili community regarding metaphysical powers. Uventira is widely regarded as the wealthiest supernatural metropolis globally. It has its origins in a submerged Atlantic nation and is home to a diverse population of supernatural beings, along with several inexplicable phenomena. In recent years, there has been a significant increase in the popularity of dark tourism, as individuals actively pursue distinctive and impartial experiences.

Uventira exhibits considerable promise as a tourism destination, offering a plethora of distinctive experiences for anyone seeking novelty. This region has the potential to emerge as a sought-after destination for travelers seeking an authentically distinctive experience. The growth of dark tourism requires a careful approach that takes into account ethics, cultural sensitivity, and the safety of tourists. It is also important to strike a balance between tourism development and the preservation of the environment and culture. The government should undertake the task of identifying and designating significant locations, conducting thorough study on the history of Uventira, conserving these sites, disseminating knowledge to the public, establishing regulations, and furnishing instructive resources.

The government's role in preparing and promoting Uventira as a dark tourist destination is critical. The government can grant uventira unique status and rules as a dark tourist destination region. The government must ensure that holy sites are carefully guarded, safeguarded, and maintained. To ensure authenticity and integrity, environmental and cultural conservation methods such as waste management, nature protection, and cultural asset conservation must be implemented.

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