

Covid-19 Anthropology: Tagline Analysis “*Banyuwangi Rebound*”

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ABSTRACT

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The condition of the Covid-19 pandemic is of course the background and the reason. The pandemic has clearly hit the economy (Marpaung, Adrian, and Putri 2020). It spreads to other aspects of life as well. Not only local, regional, or national, even global. Heavy and not easy. The government is forced to manage its resources and focus on the impact of the pandemic. The local government of Banyuwangi Regency is no exception. Resources are forced to be directed, refocused on dealing with the impact of the pandemic. The public awaited Ipuk Fiestiandani and Deputy Regent Sugirah. Both his presence and his ideas. Understandably, people are concerned, anxious, suffering, and even almost desperate. Due to the ongoing Covid-19 pandemic. The Regent called Banyuwangi Rebound. To mark his leadership krida. The regent seems serious. The Banyuwangi Rebound slogan then adorned the banners and stage backdrops for Banyuwangi Regency government activities. Banyuwangi Rebound then became the keyword. People started to talk about it. This Writing Method Is Descriptive. We all learn from the pandemic. From difficult situations and conditions. From the perspective of liminality, the pandemic should produce innovations in the outer and inner systems, especially with regard to the way humans fulfill their needs. Like it or not, like it or not, Regent Ipuk and Deputy Regent Sugirah must step up. You have to choose where to go. Ipuk believes that the pandemic will not end soon. The pandemic will still suck up resources. What must be overcome is not only the economy, but the impact of the economic downturn and a number of counter-pandemic views. Like it or not, like it or not, policies and programs.

Keywords: *Banyuwangi Rebound and Covid-19 Pandemic*

1. INTRODUCTION

Regent Ipuk and Deputy Regent Sugirah were sworn in in Surabaya on Friday, February 26, 2021. Ipuk admitted that there was no time to even celebrate his inauguration. “Usually we are grateful when we get a position, but I am grateful that I have been appointed. We have to work immediately, the people are waiting,” Ipuk revealed during our interview, 24 November 2021. Ipuk reaffirmed the same statement during talk show at Untag in the Banyuwangi Insight, 15 December 2021. Ipuk - Sugirah must immediately move with policies and the right program. Not prestigious policies and programs. However, the right policies and programs are in accordance with the situation and conditions of the times.

Can be understood. Just a comparison. Regent Anas and Deputy Regent Yusuf Widyatmoko started their leadership in Banyuwangi 10 years ago. They dare to set a prestigious target. In fact, the target is 100 working days, which is to turn on the airport. The public was scornful. However, Anas – Yusuf had other beliefs. In addition to the symbol of progress, the airport is a vital tool for the tourism ecosystem to be built

with the 3A theory: Accessibility, Amenity and Attractions. The book *Road to Prosperity* by Rhenald Kasali (2020), explains Anas' courage in this regard. Thanks to hard work, the airport was successfully realized, air transportation for effectiveness and time efficiency, with the hope of establishing commercial and socio-economic interconnections that ensure the people of Banyuwangi (Sabur 2020).

Anas-Yusuf may be brave with prestigious programs. As noted by Subaharianto (5 June 2021), the Banyuwangi landscape supports this prestigious program. Right from the point of view of the development of the tourism ecosystem. And, Banyuwangi finally enjoyed it. Banyuwangi then flew high. How about Ipuk Regent and Deputy Regent Sugirah? Will it follow in the footsteps of its predecessors with such a "shock" program? It's definitely not possible. It is impossible to start with prestigious policies and programs. The situation and conditions are different.

The condition of the Covid-19 pandemic is of course the background and the reason. The pandemic has clearly hit the economy (Marpaung, Adrian, and Putri 2020). It spreads to other aspects of life as well. Not only local, regional, or national, even global. The economic growth of the nations of the world since the 2020 pandemic is generally below zero percent. Everywhere the government is busy making regulations to overcome the impact of the pandemic and economic recovery. The government underwent policy changes. Keep trying to find a way out through its policies and programs. So that all its citizens are safe from this global disaster.

The pandemic has indeed affected all sectors of life, whether political, economic, cultural, educational, or other social life. The government scheme has changed. Governments everywhere are faced with a critical society. Because it is related to handling the virus, or aspects of public health, and related to the economic impact. Both are life threatening. If the government does not accommodate it properly, it is feared that public policy will be colored by a crisis of trust (Hadiwardoyo 2020).

Heavy and not easy. The government is forced to manage its resources and focus on the impact of the pandemic. The local government of Banyuwangi Regency is no exception. Resources are forced to be directed, refocused on dealing with the impact of the pandemic. Not only for the recovery of the economy, but also to help meet the needs of its citizens, in the form of social assistance, welfare programs. Although not in the sense of guaranteeing the necessities of life entirely in the context of regional quarantine. Like it or not, the government is required to be creative and innovative in designing people's welfare programs.

Creative-innovative which is the keyword in the tagline "Maintaining Sustainability" is not a government monopoly. Those keywords also apply to citizens. If there is a synergy between the government and citizens, these keywords will certainly give positive results for efforts to maintain sustainability, in the midst of a pandemic. Banyuwangi's achievements to get out of the crisis zone and the optimism of its leaders to step into the future with the slogan Banyuwangi Rebound, at least reflect this synergy.

2. LITERATUR REVIEW

This section contains a description of the findings and other research materials obtained from reference materials to be used as the basis for writing activities. Literature searches are steps to collect information relevant to research and avoid duplication.

Maulani (2019) in the book *"Community Empowerment. Anthropology Applied Anthropology"* This book is a volume of Applied Anthropology written by the author based on his background as an academician who must be involved in research and action agendas, namely research that is perpetuated for advocacy and community assistance activities. This book was written as an illustration of the forms of involvement of applied anthropology in various programs to strengthen civil society, human rights, women and children, and other vulnerable groups.

This study of writing Banyuwangi rebound focuses on the policy behavior of the Banyuwangi district government which then has an impact on various sectors and is no less interesting in this paper, it also describes some community behavior during the pandemic.

Pratiwi, (2021) in his work *"Innovation of Local Government Policies in Handling Covid-19 in Indonesia"*. Explaining the emergency conditions due to Covid-19 within the framework of a unitary state is not only the responsibility of the central government, but also the roles and responsibilities of local governments. This is important for the government to innovate policies for handling the Covid-19 pandemic without overriding the policies that have been issued by the central government. This study aims to identify the urgency and forms of innovation in local government policies in handling the Covid-19 pandemic. The research was conducted in a normative juridical manner with a qualitative approach to the urgency of local government policy innovation and forms of local government policy innovation in handling Covid-19. The results of the study indicate that innovation in local government policies in handling Covid-19 in Indonesia is

important for the following reasons: 1) in the context of a unitary state there is a relationship between the central and regional governments; 2) the existence of problematic relations between the central government and regional governments in general as well as in handling Covid-19 in Indonesia, resulting in the ineffectiveness of policies for handling Covid-19; 3) a number of central government regulations and policies have not been effective enough to overcome the Covid-19 pandemic; 4) local governments have direct responsibilities to local communities; 5) that policy innovation is part of the national interest to carry out the goals of the state adhering to the principle of *salus populi suprema lex*. The forms of policy innovations carried out by local governments in handling the Covid-19 pandemic include: 1) policy innovations related to the recovery of the bureaucratic sector and public services; 2) related to the health sector and public order; and 3) innovation in the economy by providing tax facilities.

Subahianto, et al (2022) in the book "*Banyuwangi Rebound: Imagination and the first steps of ipuk-sugirah leading Banyuwangi*". Provide an explanation that the new slogan (tagline) reads *Banyuwangi Rebound*. Now it has often appeared in various activities of the Banyuwangi Regency government. Since officially leading the Banyuwangi Regency government, February 26, 2021, Regent Ipuk Fiestiandani and Deputy Regent Sugirah have been waiting for the public. Both his presence and his ideas. Understandably, people are concerned, anxious, suffering, and even almost desperate. Due to the ongoing Covid-19 pandemic. The new slogan does not replace *Majestic Banyuwangi* which is already widely known. On the banners of the Banyuwangi Regency government's activities, the slogan *Majestic Banyuwangi* is still often displayed. The *Banyuwangi Rebound* slogan also appeared on the banners. The new slogan can be read as presenting additional meaning for the people of Banyuwangi Regency under the new leadership, Ipuk – Sugirah. It can also mark a new cultural process that is growing in Banyuwangi.

We heard the slogan *Banyuwangi Rebound* for the first time at the Kokoon Hotel, June 17, 2021. From the verbal statement of the Regent Ipuk when delivering his remarks at the Musrenbang event for the Banyuwangi Regency Medium-Term Development Plan (RPJMD) 2021 – 2026. The regent called *Banyuwangi Rebound*. To mark his leadership *krida*. The regent seems serious. The *Banyuwangi Rebound* slogan then adorned the banners and stage backdrops for Banyuwangi Regency government activities. *Banyuwangi Rebound* then became the keyword. People started to talk about it.

3. RESEARCH METHOD

This writing method is descriptive. Descriptive method according to Sugiyono, (2016) is a method that aims to describe or provide an overview of the object under study through data or samples that have been collected as they are without analyzing and making conclusions that apply to the public. In other words, analytical descriptive research takes problems or focuses on problems as they are when the research is carried out, the results of the research are then processed and analyzed to draw conclusions.

4. RESULTS AND DISCUSSION

a. Covid-19 Anthropology: The First Step of Policy

In Indonesia, there have also been various public dramas, various views, and interests related to Covid-19. On the one hand, there are those who underestimate it. Impressed not to believe that the virus exists. In fact, they are not a few also from educated circles, clergy, and public figures. We all know that the COVID-19 pandemic is hitting the economy and must be a top priority (Syafri and Hartati 2020).

When the news about the Covid-19 pandemic was announced by the World Health Organization (WHO), not everyone believed it. Many doubt that the SAR-Cov-2 will reach Indonesia and can easily spread (Fitrial and Fatikhurizqi 2021). The issue of climate differences was a reason that seemed reasonable. The virus will die, or at least be weak, when it enters Indonesian territory. Because Indonesia has a tropical climate. There is a myth that Indonesia is "immune" to the Covid-19 virus.

Perhaps because of this, we seem slow in anticipating. People were really busy talking about it when Covid-19 began to appear and it shocked Wuhan, the first city in China that was attacked by the virus. But, let's take it easy. Society does not move to anticipate it. In fact, Indonesia first officially confirmed the new Covid-19 case on March 2, 2020. Through a presidential statement. At that time, President Joko Widodo announced that two Indonesians had tested positive for the Coronavirus. One is a 31-year-old woman, and the other is a 64-year-old mother. The first case allegedly started from a meeting of the 31-year-old woman with a Japanese citizen who entered Indonesian territory. The meeting took place at a dance club in Jakarta on February 14. In fact, at that time there were at least 50 countries that had confirmed cases of Covid-19 (detikNew-Sunday, 26 Apr 2020).

Several assumptions during the pandemic made it very difficult for the government, one of which seemed to reject the reality of Covid-19 on the pretext of faith. They believe there is Covid-19, but act as if

they don't believe it (Saiful Bahri 2021). This is done because it is believed that there is a great power beyond science that will protect against the spread of the virus. With this kind of belief they continue to join congregations, thousands in number, while ignoring the protocols for preventing transmission. Purification and prayer according to religious guidance is considered enough to ward off the virus. They are sure that the virus will not infect believers. Some people actually view the virus as revealed by God as a punishment for disbelievers. For them, canceling the congregation to worship God because of WHO's advice and complying with its health protocols, is the same as fearing something other than God. Fear is only of God, not of his creation. Especially to WHO. Such a view exists, both in other countries and in Indonesia. Such as participants of the Shincheonji Church congregation in Daegu, South Korea, and participants of the Ijtima Asia Jamaah Tabligh in Sri Petaling, Malaysia, in February 2020. As a result, hundreds of participants were infected. The story continues. Until April 2020, in those two countries, the largest number of positive Covid-19 patients is estimated to come from congregational clusters (Mulyanto, 2021).

Indonesia did not escape the view of distrust for various reasons. The Ministry of Communication and Information (Kominfo) revealed that one of the reasons people don't believe in Covid-19 is because it is influenced by the issue of hoaxes or fake news. It was reported that the Covid-19 hoaxes from January 23, 2020 to May 12, 2021 reached 1,587 issues. The report shows that the majority of hoax issues are found on social media. So, digital literacy is needed to prevent and anticipate hoax practices on social media, especially related to Covid-19. The government, like it or not, must also provide digital literacy so that the community grows as a digitally intelligent society. At the very least, have the awareness to select sources, increase understanding, and try to check information from one media to another and develop a tradition of correcting news among the public (Saiful 2021).

Of course we can also assume that public distrust is the result of social anxiety and unresolved despair. This is the most difficult mission for the government, both central and regional. Critical points or chaos are also scattered in the regions. Banyuwangi does not escape this assumption. An anti-mask activist appeared who did not believe in Covid 19, Muhammad Yunus Wahyudi. He campaigns through social media. His words and pictures quickly spread everywhere. People outside Banyuwangi then also weave it. Yunus Wahyudi, though alone, represents a critical point.

Yunus Wahyudi's action has indeed stopped. He became a defendant in a case suspected of spreading false news or hoaxes. Yunus was detained by the police after he became a suspect in a case of spreading hoaxes on social media. Not only spreading hoaxes, Yunus also carried out a forced pickup of the Covid-19 positive body at the Banyuwangi Hospital (news.detik.com-6 April 2021).

b. Ethno-classical Media

No less interesting, it turns out that not everything materialistic has been degraded by the pandemic. In addition, the anti-mask activist finally tested positive for Covid-19. Something that he initially did not believe in, resisted, and rejected. He is undergoing intensive care in Isolation Room II of the Blambangan Regional General Hospital (RSUD) Banyuwangi, East Java.

However, there are some that have experienced extraordinary improvements, which have escaped the attention of the public media, maybe even forgotten. One of the interesting studies conducted by Achmad et al. (2021), they conducted an analysis of private radio. The Covid-19 pandemic has turned out to be the creativity of private radio managers. One of the radios studied was Sritanjung FM in Banyuwangi Regency. Uniquely, as a cultural radio, Sritanjung FM's advertising revenue actually increased during the Covid-19 pandemic. This study uses a "virtual ethnography" method that collects data both offline and online. Researchers made direct observations to Sritanjung FM in Rogojampi District, Banyuwangi Regency, and conducted virtual searches through audio streaming, Facebook, and WhatsApp.

The results showed that the number of local advertisers and the frequency of local advertising increased three times. Internal causes include the creativity of Sritanjung FM in making cultural and religious programs, creativity in designing messages for advertising spots, and the unique use of regional languages in accordance with the Covid-19 theme. The creativity of local cultural advertisements can be felt as the main taste of content that fits the community. External causes include the need for a business breakthrough to maintain revenue. Also the socio-cultural context of the Osing tribe for the people of Banyuwangi. The combination of interest between local advertisers, Osing's strong cultural identity, and advertiser creativity has made Sritanjung FM experience a surge in revenue from local advertisers during the Covid-19 pandemic.

The research is interesting, because it turns out that radio is still effective as a public medium. Maybe our view so far is that radio is only a passing medium in the midst of the excitement of social media. Thus, the dissemination of Banyuwangi Regency government policies and programs will undoubtedly be

easy to reach a wider audience with radio media. What Regent Anas did by greeting the community via radio can be read as a special strategy in the massification of work programs.

The research is interesting, also because it turns out that new creativity emerges in difficult situations. Creativity pays off economically. The pandemic really challenges the creativity of citizens, challenging the ability to adapt quickly and precisely. These challenges of course also apply to the government. Not only for citizens.

Therefore, policies and programs must of course be appropriate to the situation and conditions. Innovation is needed because of different situations and conditions. Given the serious and limited situation and conditions due to the Covid-19 pandemic, policies and programs must also be adjusted to the mentality aspect of the community. Community support is an important component of the success of policies and programs.

c. Banyuwangi Rebound : Rationality and Policy

We try to browse and read it intertextually. The word rebound can mean "to get up, to jump, to soar". This meaning is suitable to be combined with Banyuwangi before and after the pandemic. Apparently, the word rebound has often been used within the Ministry of Tourism and Creative Economy (Kemenparekraf). Since the end of 2020, the word rebound has adorned the activities of the Ministry of Tourism and Creative Economy. In the Ministry of Tourism and Creative Economy, the word rebound is used to express the ministry's krida to revive or restore the tourism and creative economy sectors that have been hit by the pandemic. No less interesting, the evidence for the rebound has been researched by Mutiarin, Utami, and Damanik (2021). To find out the extent to which the policies developed and communicated to the public are appropriate, a qualitative content analysis (QCA) was conducted on the @Kemenparekraf account, using NVivo 12 with features between others the management, word frequency analysis, and informal data visualization. Of the 807 (eight hundred and seven) tweets of the @Kemenparekraf account posted from June to December 2020, there are only 3 (three) hashtags/words that can directly explain the policy, namely #banggabuatanindonesia for the Anugerah Proud Made Indonesia (BBI) 2020 activity, #indonesiacare for Indonesian CARE (I Do Care) Certification, and #chse for CHSE (Cleanliness, Health, Safety, Environment) Support. The use of hashtags/words in tweets still cannot explain the overall policy. This research can be continued by comparing targets, program outputs and their impact on tourism and creative economy actors. We see that there is an intertextual relationship between the use of the word rebound in the Ministry of Tourism and Creative Economy and the word rebound used in Banyuwangi.



Figure 1. Inauguration of Banyuwangi Rebound January 10, 2022 (photo: doc. Regency Government)

Can not be denied. Banyuwangi is an important part of the Ministry of Tourism and Creative Economy. Banyuwangi is an important district in tourism affairs in Indonesia. In fact, the minister, Sandiaga Uno, has special attention for Banyuwangi. During a visit to Tamansari Village, Licin District, 19 September 2021, Sandiaga Uno praised Banyuwangi as one of the best creative economy storefronts in Indonesia. Sandiaga Uno was also fascinated by the skills of Mustaqbilal, a disabled sculptor who had received an inspirational award from the University of 17 August 1945 Banyuwangi 2020. Despite his physical

limitations, Mustaqbilal was able to carve wood into the head of the Banyuwangi barong (liputan6.com-19 Sep 2021).

Banyuwangi's claim as a "tourist city" confirms the slogan Majestic Banyuwangi. Anyone who recognizes Banyuwangi will admire its splendor. Nature, culture too. For the last 10 years the slogan Majestic Banyuwangi has graced the public spaces and government offices of Banyuwangi Regency. As if to emphasize and remind me constantly about the splendor of Banyuwangi. From an economic point of view, splendor is nothing but a commodity. Magnificence is a sign, and the sign is the presence of humans from various parts of Indonesia and the world in Banyuwangi. They are called tourists, tourists.

The word rebound used by Kemenparekraf of course has the same meaning for Banyuwangi. The tourism sector has also been hit hard by the Covid-19 pandemic. However, we see that a new cultural process is growing with the production of the Banyuwangi Rebound slogan. There are ideas, hopes, and endeavors. Therefore, we try to explore and read it from the point of view of the new leader of Banyuwangi.

5. CONCLUSION

We all learn from the pandemic. From difficult situations and conditions. From the perspective of liminality, the pandemic should produce innovations in the outer and inner systems, especially with regard to the way humans fulfill their needs. Many criticisms have been submitted that to the extent that the way modern humans meet the needs of life is often contrary to the interests of civilization and not in accordance with the workings of nature. Most of the modern human way of life is actually conditioned by the upper class which is a minority but controls and controls the way we make ends meet. The pandemic should give birth to innovations in how to meet the needs of life in accordance with the interests of civilization and ways of working that ensure the sustainability of life in the long term. This is also what we caught from Banyuwangi Rebound as described in the previous section.

Like it or not, like it or not, Regent Ipuk and Deputy Regent Sugirah must step up. You have to choose where to go. Ipuk believes that the pandemic will not end soon. The pandemic will still suck up resources. What must be overcome is not only the economy, but the impact of the economic downturn and a number of counter-pandemic views. Like it or not, like it or not, policies and programs must refer to these problems. As noted by Subaharianto (9 June 2021), even without a prestigious program, even with limited movement due to the pandemic, despite working with the regional budget, Ipuk - Sugirah started with optimism. According to Subaharianto, Ipuk always tries to invite its citizens to face the impact of the pandemic with the "TSR theory", Stay Enthusiastic but Realistic.

Banyuwangi Rebound synergizes with this theory. We noted three main points: (1) budget and program refocusing, (2) approach innovation, and (3) resource mobilization strategies. Budget and program refocusing is a necessity. The impact of the pandemic must be a priority. Economic recovery due to the pandemic must be at the forefront. Resources should be prioritized there. So, in our opinion, it is appropriate if the locomotive is also replaced. No longer tourism, but SMEs and trade. So that the Rebound Center will become a new revolutionary status for several institutions in the district government in the future.

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