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Pro-Environmental Behavior in The Tiga Rasa Rejenu Water Tourism Area

Alwi Mahardhika Sodiq^{1*}, Mochamad Widjanarko², Suharsono¹

¹Master of Science in Psychology, Soegijapranata Catholic University, Bendan, Semarang, 50234.

²Faculty of Psychology, Muria Kudus University, Gondangmanis, Kudus, 59327.

Corresponding Author/E-mail: alwidhikal@gmail.com

Abstract – Pro-environmental behavior is a form of human effort that aims to minimize negative impacts on the environment and improve environmental conditions. The Tiga Rasa Rejenu Water Tourism Area is a beautiful place, and it is never empty of visitors from various regions. As a tourist area, pro-environmental behavior should be implemented by the community in order to protect the surrounding environment and the comfort of tourists. This research aims to look at aspects of community pro-environmental behavior in the Tiga Rasa Rejenu Water Tourism Area. This research uses a qualitative descriptive method with a phenomenological approach. The instruments applied in this research used observation and interviews with coding and triangulation data analysis. The subjects in this research consisted of three people, starting from managers, traders and motorcycle taxi workers. The results of this research are that the informant's awareness of pro-environmental behavior has actually been implemented and socialized by the management of the Sheikh Sadzali Rejenu Tomb Foundation, such as saving electricity, mobility and transportation by making special regulations. However, it is still a problem and it is still difficult for people to implement, especially regarding conservation in preserving the environment.

Keywords – Air Tiga Rasa, Pro-environmental Behavior, Tourism.

INTRODUCTION

Tiga Rasa is one of the Natural springs found in the Mount Muria area, precisely in Rejenu, Japan Village, Dawe District, Kudus Regency. Natural springs are groundwater flows that emerge to the surface of the land naturally due to the intersection of underground water flows by the topography of the area (Azizah, 2017). Tiga Rasa Springs has a height of 1,150 meters above sea level and is included in the natural tourist area in the Argo Jembangan Mountains (one of the names of the 7 peaks on Mount Muria). It is located approximately 3 km from the Tomb of Sunan Muria Kudus (Raden Umar Said). Raden Umar Said is the son of Sunan Kalijaga Demak (Raden Said) who spread Islam on the Muria Kudus mountain peninsula. Around the Tiga Rasa Spring is the grave area of Sheikh Hasan Sadzali, he was a loyal student from Sunan Muria who participated in spreading the teachings of Islam

to residents on the slopes of Mount Muria (Sari 2010). According to Falah (2012), Sheikh Hasan Sadzali comes from Iraq (Baghdad). Therefore, apart from the many pilgrims who come to the Tomb of Sunan Muria, pilgrims also don't forget to make the pilgrimage to the Tomb of Sheikh Sadzali.

Geographically, Tiga Rasa Springs is located in Rejenu, Dawe District, Kudus Regency. Keling, Jepara subdistricts are on the north side, Margoyoso and Tayu subdistricts are on the east side, Bae subdistricts and Dawe Kudus are on the south side. Then to the west there are Mayong District, and Batealit, Jepara. Mount Muria has a height of 1602 meters above sea level with a temperature of 20-33 C0 and has an area of approximately 293,297.189 hectares (Widjanarko, 2016). Geologically, the Mount Muria area is a fault that has a general pattern from northeast-southwest and northwest-southeast, while in the northern part there is seismic reflection

analysis in the Java Sea which is similar to the seismic on Mount Muria (McBirney et al., 2003).

Mount Muria is located between three districts, namely Kudus, Pati and Jepara districts. The Muria area, precisely located on the south side, is in Dawe sub-district, Kudus district, Keling sub-district, Jepara regency on the northwest side, and Gembong sub-district, Pati regency on the east side. Mount Muria has a total area of approximately 293,297.189 hectares with a height of 1602 meters above sea level and a temperature of 20-33 C. The total forest area of Mount Muria reaches 69,812.08 hectares, consisting of Jepara Regency 20,096.51 hectares, Pati Regency 47,338 hectares and Kudus Regency. 2,377.57 hectares. The forests in the Muria area are divided into two, namely production forests and protected forests.

Tiga Rasa Springs is located in a protected forest area managed by Perhutani (Persero). The protected forest in the Mount Muria area is included in the management of the Pati Forest Management Unit (KPH) and the implementer is the Ternadi Forest Management Resort (RPH). The area of the Muria Mountains Protected Forest is 2,334.8 Ha, and the use of the tourist area is 221.3 Ha (Widjanarko and Wismar'ain 2011). Based on data from Muria Studies (Malik & Kusumarini, 2019), the existence of the Tiga Rasa Spring which is located in a protected forest area makes this area an area that is guarded and must be conserved. The protected forest in the Muria area has richness and biodiversity (plants and animals). Conservation is the protection of nature and other living creatures. If something is protected, its sustainability will automatically be realized.

In 2005, the Tiga Rasa water area was developed into a natural tourism destination. The construction of tourist area infrastructure such as bathrooms and toilets, parking lots, sitting booths and huts for traders requires a large space, so several plants are cut down under the three flavors water area. The existence of vegetation in the area around the three flavors water plays an important role in preserving the spring itself. Cutting down trees, destruction of plant species and changes in land use affect water availability and can degrade water sources. This happens because forest clearing or destruction of vegetation on land causes the soil's ability to store rainwater to decrease.

Pro-environmental behavior is an action that is useful for minimizing environmental damage or

improving environmental conditions (Scannell, 2008). Pro-environmental behavior is also referred to as behavior that is carried out by considering the aspects that are least harmful to the environment, or behavior that is carried out by looking at the most beneficial aspects for the environment (Gatersleben, 2013).

Since 1980, research in the field of environmental psychology has contributed to testing several theories and models aimed at predicting relevant environmental behavior and identifying things that trigger humans to change pro-environmental behavior. There are several models developed in environmental psychology that are used as references by researchers which are considered to have a relevant impact on environmental behavior (Klockner, 2013).

In research by Akpan, et.al (2003), the strategy for promoting pro-environmental behavior is through multimedia, pamphlets, information and signs, competitions, supervision, activities, workshops, presentations and public forums, as well as institutional activities.

Wibowo (2009) in his research "Cleanliness Behavior Patterns: Environmental Psychology Study of Urban Waste Management" stated that objects (S) will cause responses/behavior (R). A person's actions in a particular physical environment are processes that are interrelated and mutually influence each other between 1) (O) as the perpetrator, 2) the form of the behavior/action itself (R), and 3) the environment. In essence, this meaning is also determined by the intention or intent (O). Transactions between (O) and (R) and (S) in an environment that take place continuously can explain why there are special actions at special places and times.

Stern (2007) explained the importance of pro-environmental behavior as all kinds of behavior that is friendly and saves the use of materials or energy from the environment. Meanwhile, Steg and Vlek (2009) refer to pro-environmental behavior as "behavior that damages the environment as little as possible, or even supports environmental conservation. In their idea, tourist behavior when implementing pro-environmental behavior is to protect or cause as little environmental damage as possible rather than using alternative (unfriendly) products. environment). Pro-environmental behavior that is included in the personal sphere, for example the behavior of purchasing goods/services

for personal and household needs (such as petrol for vehicles, electricity for households), use of goods related to the environment (for example heating and cooling at home), waste household waste, and green consumerism (e.g. buying recycled products and organic food). The term sustainable consumption, pro-environmental behavior.

In research conducted by Rifayanti et al (2018) entitled The role of role models in shaping pro-environmental behavior, the results of this research show that pro-environmental behavior is carried out by becoming a figure for residents in behavior that saves electricity use such as turning off the lights when sleeping, throwing away rubbish. in its place even though waste sorting has not been done, recycling waste such as making it into wall decorations, and being active in organizations working in the environmental sector. By implementing pro-environmental behavior, the surrounding tourist area will look beautiful.

Aspects of pro-environmental behavior used as a reference in this research. According to Kaiser, there are six aspects of pro-environmental behavior (Kaiser, Oerke, & Bogner, 2007), including: Avoiding waste, energy conservation, mobility and transportation, consumerism, conservation and recycling.

As a tourist area that is never empty of visitors from various regions every day, various efforts must be made by the community to maintain the surrounding environment and the comfort of tourists. Behavioral intentions (behavioral intentions) and perceived behavioral control (perceived behavioral control) influence pro-environmental behavior. On the other hand, visitors' attitudes toward the environment, subjective norms, and perceived behavioral control influence behavioral intentions. This is the basic idea of the theory of planned behavior, which is used to see how people act pro-environmentally in conservation areas. Based on the description of the problem above, researchers are interested in studying the behavior shown by people living in the Air Tiga Rasa Rejenu tourist area. The aim of this research is to analyze the behavior shown by people living in the Air Tiga Rasa Rejenu tourist area.

METHOD

The method must explain in detail how the author conducted the research. The method will be better if it describes the research design, location, time,

research procedures, data processing and analysis. Based on objective and problem researched, that is behavior pro-environment in the Tiga Rasa Rejenu Water Tourism Area. Writer use method qualitative descriptive research with approach phenomenology, which aims to understand phenomena about what research subjects experience, for example behavior, perception, motivation, action, and so on . Smith (2020) define approach phenomenological as effort For catch in a way details How participant understand world personal as well as social, including meaning from various experience, incident, And status participant.

In this research, phenomenology is used as an approach. The phenomenological approach aims to comprehensively capture how participants understand their personal and social world, which includes their various experiences, events and statuses. In line with that, Herdiansyah (2013) also said that phenomenology seeks to reveal, study and understand a phenomenon and its unique and unique context experienced by individuals up to the level of "belief" of the individual concerned. In this case, it relates to pro-environmental behavior carried out by the community in the Tiga Rasa Rejenu Water Tourism Area.

In the data collection process, the methods used in this research were observation, interviews and documentation. The subjects in this research include:

Table 1. Data on categories of research informants

Name	Gender	Age	Work
SR	Man	55 Years	Foundation Management
UD	Man	30 years	Motorcycle taxi driver
ST	Woman	48 Years	Trader

Source: Processed Primary Data (Researcher, 2023)

Questions are asked directly to the subject through a semi-structured interview, which means the interview can develop if there are things that can be asked further after hearing the answer from the subject, with an example of a question guide as follows. (1) Are there any special regulations regarding waste management here?, (2) Does this tourist complex have a regular schedule regarding the use of electricity, such as lights, electronic goods and so on?, (3) How is transportation managed here to contribute to protecting the environment?, (4) Is there a program here to reuse items that have been recycled?, (5) What is the community's behavior regarding the use of goods sold or used in this tourist

area?, (6) Does this tourist area have a special program on a regular basis to clean the tourist area? Coding is a data analysis technique that uses data from observations, interviews, or other methods which are converted into scripts based on certain themes and categories and given certain codes (Herdiansyah, 2013). However, research credibility is based on data triangulation and examination of informants.

RESULTS AND DISCUSSION

Based on the findings in this research, according to Kaiser, there are six aspects of pro-environmental behavior (Kaiser, Oerke, & Bogner, 2007), namely avoiding waste, energy conservation, mobility and transportation, recycling, consumerism, conservation.

Avoid waste

In this aspect, the subjects made efforts not to litter. Then the tourism management also carried out a campaign through pamphlets to prevent littering. The management is also responsible for waste management in the tourist area. The following are the results of the informant's interview.

There are bros, there are also many pamphlets posted about the prohibition of littering, etc. It's just called living with lots of people, that's what bro, it's hard, it's easy, including myself, I still often throw rubbish carelessly. (UD)

Yes, there is, sir, the foundation here takes care of all the rubbish here. But personally, I don't burn small pieces of waste from instant noodle packets, coffee, etc. in the kitchen of the stall, bro, so that the place is clean. Because if it's not clean, it's called a stall, so I'm afraid it won't be comfortable to stop by for a snack here. (ST)

The rubbish here is managed by the caretaker, but they always invite the public and visitors to help maintain the cleanliness here. Many warning pamphlets are put up, and traders are always given instructions to always maintain cleanliness together. (SR)

Energy conservation

For Energy Conservation, the three informants took electricity saving measures in tourist areas. Apart from that, there are restrictions on the use of electricity from tourism managers so that energy

conservation is carried out. Following are the results of the interview.

The use of electricity here is limited and reasonable, what is a bit excessive is the music which always has to be on so that the atmosphere doesn't become boring. If you use electricity at home, that's how it is, bro, it's quite wasteful because nowadays there are so many and developing electronics (UD)

My electricity bill at home is small, bro, usually for cooking preparations to take to the shop. But if the electricity here comes from the Foundation, we are given the opportunity from afternoon to morning. So the electricity usage here is calculated as half a day. (ST)

The supply of electricity here is limited, sir, from morning to evening it is not permitted. Because it is far from residential areas, diesel generators are only used for the grave area, including traders. (SR)

Mobility and transportation

The mobility and transportation carried out by the subjects in this study was to use two-wheeled vehicles efficiently. Only for work purposes.

Only motorbikes and pedestrians are allowed to pass here, sir, there is a special permit from the management if someone uses a car. The road is also narrow, it can only fit 2 motorbikes and it's tight. Most of the people who pass here are guests, local people who want to go to the garden and motorbike taxi drivers. (UD)

The important thing here is not to rush, bro, because it's a sacred tomb where you're not polite and you're afraid of being swallowed too. For cars that pass here, you have to have a special permit, which is also very rare, sir. (SR)

When I go, I go to the shop, if I don't get a delivery, I walk, bro. So that you are healthy and don't get bored with just these activities, (ST)

Recycle

Recycling carried out by the subjects in this study was only carried out by ST subjects, the second and third subjects found it difficult to carry out this activity. Like them recycling waste requires creativity and expertise. Regarding the recycling aspect in the Tiga Rasa water tourism area, the three informants explained that.

If the waste management agency is managed by itself, bro, there are people who sell here, but apart from those who sell, there are those who manage the waste. If you recycle, make a basket bag from plastic coffee sachet wrappers, bro, and it's also good to buy, if there are visitors here who are interested. (ST)

When it comes to recycling, products, etc. I never use it, bro, because I'm more comfortable using ready-to-use items and I'm more confident when using them. (UD)

Never use recycled items, bro, because they require special skills to make and require a lot of free time. (SR)

Consumerism

For the selection and use of environmentally friendly products, the action taken by research subjects is to consider the type of material to be purchased. The subjects made efforts to reduce waste by using reusable materials. Regarding the aspect of consumerism in the three flavors water tourism area, the three informants explained that.

When you have a family, you have a routine shopping agenda, almost every day you shop at the nearest shop according to your needs. If you consider environmentally friendly, maybe not bro, because here in the village, we have to be able to adapt to what we have. In my opinion, the important thing is that we are responsible, sometimes if we buy something like that, the place where the package is collected, sometimes we sell it to a junk dealer, that's all if it's available. (SR)

Because my shopping is small, bro, I don't shop regularly every day at the store or something like that, so I don't know about environmentally friendly things like that. If you like it, buy it, if you want it, buy it. Another matter is back matters, the important thing is that your needs are met, bro. (UD)

I often consider, bro, used plastic from shopping and the like, such as cardboard jars and other things, if possible, that can still be used, if you can't use it, at least you can collect it to sell it at a wholesaler. Especially at mas stalls, sometimes you shop quite a lot so you get extra money from selling these goods. (ST)

Conservation

The conservation carried out by the subjects of this research is through cultural mutual cooperation

activities to protect the shared environment in tourist areas. Regarding conservation aspects in the Tiga Rasa water tourism area, the three informants explained that.

Community service here is carried out once a year, sir, when there is a salin luwur event, many people come together to participate in mutual cooperation, etc. The management itself has its own duties and every day there are people on cleaning duty. (SR)

I rarely participate in activities like that, bro, I only participate in annual activities when I replace my parents' duties. If there are other activities, I would prefer other activities, bro. (UD)

The management tries to comply with the advice, such as maintaining the cleanliness of the surrounding environment. I also happen to like cleaning, even though the shop is simple as it is, I always try to keep it neat and clean so that visitors and myself are comfortable. (ST)

The results of in-depth interviews with the three informants that have been carried out are simply summarized in the recapitulation table 2.

Pro-environmental attitudes can be instilled through various things, one of which is through tourism (DiMaggio & Powell, 2000) states that the relationship between tourism and the environment is: (1) components of the natural environment are a tourism attraction, (2) good tourism management can minimize negative environmental impacts, (3) souvenir items contribute to conservation, and (4) tourists' environmental care attitudes can be influenced through tourism management.

The formation of villages or tourist attractions will link environmental conservation through education so that it can increase the economic welfare of the community. The main concepts of tourist villages are preservation, education, tourism, economy and the role of the community. This tourism is sustainable agricultural tourism. Sustainable tourism is tourism that meets current and future needs and does not damage the nature and culture of local communities so that it can be passed on to the next generation. Village tourism is a type of tourism that supports conservation efforts. This tourism also provides a high appreciation of the environment, culture, history and participation of local residents (Kurnianto, Sumeidiana, Astuti, 2008).

Table 2. Summary of the research results of the three informants

No	Indicator	SR informant	ST informant	UD informant
1.	Avoid waste	Implement warnings and socialize regulations regarding waste that have been managed by the management and invite the public and visitors to care about the tourist environment.	Still dependent on plastic, and prefer to manage their own waste for plastic waste and so on.	Use plastic in various conditions, because it is easy to get and the price is affordable. In everyday life it is still difficult to keep the environment clean.
2.	Energy conservation	Implementing half a day's electricity at night, due to limited areas far from residential areas and diesel power for tourist areas.	Electricity usage at home is normal, and in tourist areas it only lasts for half a day so it is more economical to use electrical energy.	The use of electricity at home and at work is excessive due to the use of a lot of electronic media.
3.	Mobility and transportation	Using a motorbike for daily activities. Only two wheels are allowed to pass through the tourist area, and special permission from the Foundation is required for other vehicles.	Don't use a vehicle, often walk or be taken to the place of trade	There are special regulations in the tourist motorcycle taxi association, using vehicles that do not make noise, emit pollution and are polite when driving
4.	Recycle	Never use recycled goods, because they require special skills and require free time to make.	There are plastic recycling activities in the form of handicrafts. And the results are sold at tourist attractions.	Never use recycled goods, because it is more comfortable and confident to use ready-to-use products.
5.	Consumerism	There are no restrictions or recommendations regarding the use of goods.	Often shops for personal needs and stalls. When shopping, consider environmentally friendly items and use them for use or resale.	Not knowing about environmentally friendly products, and prioritizing fulfilling their needs without thinking about side effects.
6.	Conservation	There is a special cleaning program that is carried out starting from daily pickets carried out by each officer and annually by the management and the community. Providing outreach and conservation efforts about awareness and the importance of protecting the environment	Carry out advice from the management, and be aware of cleanliness and protecting the environment.	Does not play an active role in environmental activities around him.

Pro-environmental behavior is basically positive behavior to protect the environment in various ways. In other words, someone who uses waste materials for recycling or saving energy is an act of pro-environmental behavior (Kaiser et al., 2007). There are several types of behavior that can be classified as pro-environmental behavior, such as turning off the room lights when the room is not in use, walking or riding a bicycle when going to a nearby destination, avoiding using food or drink products with plastic packaging, etc. (Kaiser et al., 2007).

Kaiser (2007) said that energy conservation is related to behavior and/or actions aimed at saving energy. Examples include turning off the lights when you are the last person to leave the room, using electronic devices only as needed and so on.

What happened to this research informant was that informant I, as a foundation administrator who was in charge of managing tourism, was that the informant did not save energy when at home. The implementation of energy saving is only applied in the three flavors water tourism area. Then there are special regulations regarding the use of this in the three flavors water tourism area. For the informant, saving energy is necessary for reasons other than the location being far from residential areas to connect electricity, that it also affects the costs and impact of disasters in tourist areas.

Then informant II, as a member of the community who trades in the tourist area, said that the use of electricity at home is moderate and many activities are carried out outside the home. He also followed

the advice from the management to use electricity for half a day at night so as to save energy in the group. runs well and optimally. Meanwhile, informant III, who works as a motorbike taxi driver in a tourist area, also said that he often uses electricity at home irregularly, especially music and other electronic devices. Informant II considered this to be reasonable and the costs were borne individually.

The next aspect is mobility and transportation related to behavior and/or actions aimed at using means of transportation effectively and efficiently, for example using public transportation, riding a bicycle or walking for short distances, etc. (Kaiser, 2007).

Informant I in this aspect said that the foundation had made a special policy regarding transportation in the Sunan Muria religious tourism area in the form of a two-wheeled motorbike taxi association. Even though there is an association forum, the informant said that the vehicle cannot be considered environmentally friendly. The good thing that emerges from this area lies in the fact that there are still many pilgrims and people who prefer to walk, so that pollution can be minimized. Likewise with Informant III, the informant often chose to walk, sometimes accompanied by his child in a vehicle to the trading place.

Meanwhile, informant III, who works as a motorbike taxi driver, said that he would reduce environmental pollution from vehicles by replacing motorbikes with friendlier ones.

CONCLUSION

Based on the description of the research results above, it can be concluded that pro-environmental behavior is a form of human effort aimed at minimizing negative impacts on the environment and improving environmental conditions. As in this research, aspects of pro-environmental behavior are categorized as including; avoiding waste, energy conservation or saving energy, consumerism, recycling, conservation, mobility and transportation. Someone can be said to have carried out pro-environmental behavior if their behavior is able to show how someone cares about the environment through direct action or educational efforts through various public media.

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