

Promotional Video Design for Lembang Park and Zoo Educational Tour Packages for Elementary Schools in Bandung City

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ABSTRACT: Lembang Park and Zoo is an educational tourism destination that has experienced a decline in visitors due to the impact of the pandemic. To address this issue, Lembang Park and Zoo offers an educational tourism program directed at elementary school students. This program supports the elementary school curriculum and increases visitor numbers. However, the lack of promotion made it less known among teachers and parents of elementary schools in Bandung. Therefore, more effective promotional media are needed to attract the attention of teachers, parents, and students and increase visitor numbers. This study identifies elementary school teachers' and parents' needs and preferences and the effectiveness of promotional media through observation, interviews, questionnaires, and literature reviews. The promotional video for the Lembang Park and Zoo Educational Tour Package is designed to introduce the educational program to teachers and parents of elementary students in an informative, effective, and efficient manner. The video is designed to ensure teachers and parents can easily understand the information about educational tours and animal knowledge at Lembang Park and Zoo. This study increases visitor numbers from the elementary school group segment and meets the need for quick and efficient information.

Keywords: Educational Tourism, Lembang Park and Zoo, Video, Promotion, Promotional Video.



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INTRODUCTION

Tourism destinations in Lembang are a favorite place for tourists who want to go sightseeing. The Tourist destinations in Lembang are popular for travelers seeking scenic experiences and leisure activities. According to the West Bandung Regency Tourism and Culture Office, total domestic and international tourist visits in 2022 reached approximately 4,469,184. However, this number declined

to 3,812,202 in 2023, largely attributed to the lingering effects of the COVID-19 pandemic from 2019 to 2020. This represents a 15% decrease in visitors from various regions of West Bandung between 2022 and 2023. One of the destinations significantly affected by this decline is Lembang Park and Zoo.

In 2023, Lembang Park and Zoo experienced a notable reduction in visitor numbers. Mr. Iwan, the park manager, reported a 37% drop in attendance. In 2022, the average daily visitors ranged between 2,000 and 4,000, amounting to around 1,000,000 annually. However, in 2023, this figure fell to an average of 1,000 to 2,500 visitors per day, totaling approximately 630,000 annually. Of these, around 60% came from areas outside Bandung City, while the remaining 40% were residents.

Lembang Park and Zoo offers an educational tour package designed for elementary school students to address this decline and improve engagement. This initiative integrates educational tourism with conservation education and experiential learning, aiming to enhance environmental awareness among children and promote the importance of wildlife preservation (Khawaja, 2003; Wojciechowski et al., 2012; Sola, 2014).

The program is closely aligned with the elementary school curriculum, which guides educational activities toward achieving specific learning outcomes. As emphasized by Kurniasih and Sani (2014), the curriculum serves as a structured guide for student-centered learning processes to achieve particular and general educational goals. Similarly, Aji (2018) defines the curriculum as a comprehensive plan encompassing learning objectives, materials, and resources to guide instructional activities.

Beyond the classroom, Saleh (2020) argues that education occurs in informal settings and is not confined to institutional boundaries. Learning through direct interaction with the environment, such as that provided by field trips, can be a powerful educational tool. Sugihartono (2007) and Mulyasa (2015) emphasize that field trips allow students to observe and engage with real-world contexts, deepening their understanding through direct experience. Although such trips may involve non-academic elements, they are integral to the curriculum, particularly in fostering experiential insight (Wattchow & Higgins, 2014; Marin, 2015).

The educational tourism program at Lembang Park and Zoo has considerable potential to support curriculum-based learning by introducing students to various animal species in a hands-on, engaging manner. As Wang (2024) notes, experiential learning through educational tourism encourages active participation and makes learning more relevant and appealing. However, the program has not yet been widely promoted, resulting in limited awareness among elementary schools in the Bandung area. This is a missed opportunity, as the program supports curriculum objectives and offers economic benefits by increasing visitor numbers.

In the digital era 4.0 context, information-seeking behavior has shifted predominantly to digital platforms such as websites, social media, and YouTube. Stakeholders, including teachers and parents, rely heavily on these media to discover educational opportunities. As highlighted by Kraft and Rogers

(2015), the lack of effective communication between schools and families can negatively impact student outcomes. Unfortunately, Lembang Park and Zoo has not optimized its social media and digital outreach related to the educational tour program. Consequently, awareness among target audiences remains low.

This situation underscores the need for informative, efficient, and engaging promotional media. Such media should inform and attract potential participants—teachers, parents, and students—interested in joining the educational tourism program. Increasing promotional efforts could help raise attendance, which currently only reaches 30% of the zoo's maximum capacity. also increase the number of visitors who have only reached 30% of maximum capacity.

Therefore, this study seeks to answer the following research question: How do elementary school teachers' and parents' needs and preferences and the effectiveness of promotional media affect awareness and participation in the educational tourism program at Lembang Park and Zoo?

The novelty of this research lies in its integration of curriculum-based learning with digital communication strategies to promote educational tourism. This study aims to bridge the gap between educational institutions and tourism service providers by identifying user preferences and designing effective promotional media. The significance of the research extends across academic, practical, and social domains. Academically, it contributes to experiential learning, communication, and tourism education literature. Practically, it offers actionable recommendations to Lembang Park and Zoo for improving program visibility and outreach. Socially, the study enhances access to quality educational experiences that align with national curriculum objectives while supporting conservation awareness and tourism-based economic development.

METHOD

The research method used in this research is qualitative. Qualitative methods emphasize the observation of phenomena and examine more deeply the substance of the meaning of these phenomena. The analysis and sharpness of qualitative research are greatly affected by the strength of the words and sentences used. Therefore, Basri (2014) concluded that qualitative research focuses on the process and meaning of the results. Creswell & Guetterman (2018: 46) also explain that qualitative research is a type of research that makes the researcher very dependent on information from objects or participants on a broad scope, general questions, data collection mainly from the text or words of participants and explaining and analyzing the text collected subjectively. In this design, the author uses qualitative research methods to analyze data and information and understand subjective phenomena on the object under study.

Several types of data are used in the design of promotional videos, such as introducing Lembang Park and Zoo Educational Tour Packages for elementary schools in Bandung City, namely primary and secondary data. Primary data is obtained directly from the source without going through intermediaries

(Indrianto and Supono, 2013: 142). The author collects primary data through interviews and observations based on this statement.

Secondary data is obtained indirectly but through intermediaries or previously obtained by other parties (Indrianto and Supono, 2013: 143). Based on this statement, the author collects secondary data from various available sources such as literature studies (literature books and official documents), media (print and electronic), documentation (photos, images, and recordings), and questionnaires by asking respondents several questions to obtain information on specific topics. The following is an explanation of the secondary data that the author uses: literature studies, documentation, and questionnaires.

RESULTS AND DISCUSSION

Research Results

Data processing results are crucial for transforming raw data into actionable insights (Liu, 2013; Nishimura & 西村, 2013). This process includes collecting, processing, analyzing, and interpreting data to produce information for decision-making or research. This systematic approach allows data manipulation to yield meaningful information supporting decision-making processes (Sokolova & Caballero, 2012). Applying statistical methods and algorithms during data analysis is essential for extracting patterns and insights from the processed data, enhancing the quality of the information generated (Smith et al., 2011; Bhatta, 2013; Ge, 2017).

Observation Results

The observation value, which represents the specific outcome of an observation, can be numerical, categorical, or narrative and is essential for the overall definition of observation results (Apollo & Kembłowski, 2015). Lembang Park and Zoo has a cool natural atmosphere, diverse animal, educational attractions, and clean and friendly tourist management. This place offers an interesting, informative, and educational tourist experience for visitors of all ages.

Interview Data Results

The author obtained several interview data sources regarding Lembang Park and Zoo, including the Manager and Marketing of Lembang Park and Zoo. The interview with the manager of Lembang Park and Zoo revealed the history of its establishment on April 2, 2019, followed by the development of part of the land, which was then opened to the public on December 12, 2019, vision and mission, organizational structure, number of employees, and family-focused marketing targets. Other information includes the average number of daily visitors, educational programs, and plans to develop

a farming program for kindergarten to elementary school children. Interviews with Lembang Park and Zoo marketing revealed the addition of new animals every year with varying numbers. Promotion is done through collaboration with partners, billboard media, events, and social media such as Instagram and TikTok, with a regular posting schedule every week. YouTube content is uploaded less frequently, only for specific events. The main obstacle to content production is shooting images/videos of animals that require optimal moments. Video reels are created following social media trends, with target audiences based on age and geographical location, comparing Bandung City and out-of-town visitors.

Questionnaire Data Results

The questionnaire survey methodology represents a systematic framework for acquiring data from a designated demographic through meticulously crafted instruments. This methodology encompasses several pivotal phases: survey conceptualization, instrument formulation and advancement, and execution. Each of these phases is integral to guaranteeing the validity and dependability of the data amassed. At the outset, survey conceptualization entails delineating the objectives and identifying the target demographic, which is fundamental for mitigating bias and augmenting response rates (Rubenfeld, 2004; Pujihastuti, 2014; Hancock, 2021).

Based on the questionnaire results involving 63 respondents, most were aged 20-40 (87.3%), with most residing in Bandung City (55.6%). Most respondents are elementary school teachers (98.4%), but only 25.4% are aware of the existence of Lembang Park and Zoo, and only 17.5% are aware of the educational tour packages offered. In addition, 87.3% of respondents did not know about the programs offered by Lembang Park and Zoo.

Nonetheless, most respondents (95.2%) supported promotional advertisements for educational tour packages, and 100% rated social media as the most suitable, effective, and efficient platform for promotion. In terms of promotional content, video was chosen by 96.1% of respondents as the most attractive form of media compared to graphics.

The questionnaire's conclusion showed that most 63 respondents were 20-40 years old and elementary school teachers in Bandung City. Although 95.2% supported the promotion of Lembang Park and Zoo's educational tour packages, only 25.4% were aware of its existence, and 87.3% were unaware of its programs. Social media is considered the best promotional platform, with 96.1% of respondents choosing videos as the most engaging content.

SWOT Analysis

SWOT analysis is a highly effective strategic planning tool that enables organizations to identify their Strengths, Weaknesses, Opportunities, and Threats, facilitating informed decision-making (Veser,

2014). Its effectiveness is particularly pronounced in aligning organizational goals with market realities, ensuring that strategies are realistic and achievable (Lu, 2010; Lee, 2013). Table 1 shows the results of applying this analysis to Lembang Park and Zoo.

Table 1. SWOT analysis of Lembang Park and Zoo

NO	Analysis	Description
1	Strengths	<ul style="list-style-type: none"> ● Has an interesting educational tourism program for schools and families, especially children. ● Having a clean place and unique building concept design. ● The strategic location is in a popular tourist area, Lembang, a crowded tourist destination. ● Offers various animals from various species, providing an educational experience for visitors. ● Provides comfortable play areas, dining areas, and family-friendly rest areas.
2	Weaknesses	<ul style="list-style-type: none"> ● Promotional media and information in social media content still lack a promotional video for the Lembang Park and Zoo educational tour package. ● Due to the lack of effective promotion, many people are still unaware of the location or the educational programs offered. ● Despite being in a popular tourist location, access to Lembang is often congested, especially on weekends, reducing visitor comfort.
3	Opportunity	<ul style="list-style-type: none"> ● Many teachers and parents of elementary school students want study tours as well as a place to play ● Many teachers and parents of elementary school students want clear information about the educational tour package program owned by Lembang Park and Zoo through social media. ● Expand the educational program by collaborating with schools for learning visits.
4	Threats	<ul style="list-style-type: none"> ● Competing with other tourist attractions is significant because Lembang has several tourist attractions. ● The inability to disseminate promotions and information through the media can potentially decrease the number of visitors due to the limited reach of the message conveyed.

By understanding the factors of strengths, weaknesses, opportunities, and threats, an organization or company can reduce risks by strengthening advantages, overcoming weaknesses, and avoiding possible threats. The following are some strategies that can be applied in designing promotional media for the Lembang Park and Zoo educational tour package for elementary schools in Bandung.

Table 2. Strategies that can be applied in designing promotional media for the Lembang Park and Zoo

NO	Analysis	Description
1	Strength and Opportunity (SO)	This strategy takes advantage of the strengths and opportunities that can be used by increasing educational tourism programs that suit the needs of teachers and students' parents and expanding promotions through more effective social media.
2	Weakness and Opportunities (WO)	This strategy focuses on improving weaknesses by taking advantage of existing opportunities, such as increasing digital promotions and promotional videos for educational tour packages to attract more elementary schools.
3	Strengths and Threats (ST)	This strategy utilizes strengths to deal with threats, such as highlighting the strategic location and uniqueness of facilities to compete with other tourist attractions in Lembang.
4	Weaknesses and Threats (WT)	This strategy seeks to minimize weaknesses and avoid external threats, for example, by improving access to information and promotions to reduce the risk of visitor decline due to a lack of promotional outreach.

From the Strategy above, the author uses Strengths and Threats (ST) and Strengths and Opportunities (SO) in its design to maximize the promotion of the Lembang Park and Zoo educational tour package program and build a stronger image so that teachers and parents will be interested in it.

Audience Data

Audiences, often referred to as recipients, targets, readers, listeners, viewers, audiences, decoders, or communicants, are important elements in the communication process because the success of communication depends on them (Cangara, 2012). Audiences have a role in influencing changes in individual attitudes or behaviors by the communication objectives to be achieved. In determining the target market, the target audience is categorized based on demographic, geographic, and psychographic aspects. In terms of demographics, the target audience is individuals aged 25-45 years, male and female, with jobs such as civil servants, private employees, or self-employed, and income above Rp 3,500,000. Geographically, the audience consists of people in Bandung City and its surroundings, focusing on elementary schools both inside and outside Bandung City. Psychographically, the main targets were teachers and parents who often use social media to find information. This categorization ensures that the communication messages can reach the relevant audiences effectively.

Segmentation, Targeting, and Positioning

Segmentation, targeting, and positioning in this promotional design focus on elementary school audiences and teachers interested in educational tourism activities in Bandung City. The main target is elementary school teachers who teach students aged 6 to 12 and are interested in introducing learning experiences outside the classroom through educational tourism. The positioning of this promotion establishes Lembang Park and Zoo as an educational tourism site that provides interactive learning through the introduction of various animals and is an ideal partner for schools in Bandung City to support student learning activities.

5W1H Analysis

Based on journalism, 5W1H is a method to get richer and deeper information. Han *et al.* (2020) and Khalid *et al.* (2019) used 5W1H to collect information, which also increased the accuracy of the information. This is done by fulfilling or asking each element of the 5W1H to the source. The 5W1H analysis approach is also applied to evaluate this plan as a strategy that clarifies the purpose, intent, target, and message. Table 3 explains the 5W1H analysis of the promotional media design of Lembang Park and Zoo educational tourism parker.

Table 3. 5W1H Analysis of the Lembang Park

No.	Analysis	Description
1	What	This design is related to creating promotional media for the educational tour package program owned by the Lembang Park and Zoo tourist attractions. The program is aimed at elementary school teachers in Bandung City.
2	Who	This promotional media design targets teachers and parents of elementary school students in Bandung who want their students to learn about the natural world and various animals.
3	Where	The author chose Bandung City and the area around Lembang Park and Zoo based on location.
4	When	This design was created in 2024.
5	Why	The educational tour package program has not been promoted on social media. Therefore, this design aims to inform elementary school teachers and parents about the Lembang Park and Zoo program.
6	How	Creating an informative, effective, and efficient promotional video design by promoting the Lembang Park and Zoo educational tour package, aiming to make teachers and parents of elementary school students know about it and be interested in increasing the number of visitors to Lembang Park and Zoo.

This design was completed by producing one leading media that became the main focus of the promotion, as well as six supporting media that had been carefully designed. These media were developed to ensure the promotional message can be conveyed effectively and attractively. Each design element in the press complemented each other to create a better experience for the audience. This process focuses on attractive design and how the design can support the achievement of promotional objectives, making the overall promotional material more potent and easily accepted by the target audience. The following are the works of this design:

1. Educational Tour Package Promotion Video

The main media of the Lembang Park and Zoo educational tour package promotional video will be on the social media platform, namely YouTube.



Figure 1. Promotional Video Work

2. Instagram Reels Video

Supporting media in Lembang Park and Zoo Educational Tour Package Promotion will be distributed through Instagram Reels.



Figure 2. Supporting Media Results Instagram Video Reels

3. Poster

Supporting media in the Lembang Park and Zoo Educational Tour Package Promotion media will be distributed directly and on the Instagram Story platform.



Figure 3. Offline or Printable Poster Supporting Media Results



Figure 4. Online or Digital Poster Supporting Media Outcomes

4. Brochure

Supporting media in Lembang Park and Zoo Educational Tour Package Promotion media will be distributed directly.



Figure 5. Supporting Media Results Brochure Cover

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Figure 6. Result Supporting Media Brochure Content

5. Sticker

Supporting media in Lembang Park and Zoo Educational Tour Package Promotion media will be distributed after purchasing the Lembang and Zoo Educational Tour Package.



Figure 7. Supporting Media Results Stickers

6. Ticket

Supporting media in Lembang Park and Zoo Educational Tourism Package Promotion media will be used as an entrance ticket for the Educational Tourism Package.



Figure 8. Ticket Wristband Supporting Media Results

7. Box Seal

Supporting media in Lembang Park and Zoo Educational Tour Package Promotion media will be used as a box seal on the Lunch Box package.



Figure 9. Box Seal Supporting Media Results

8. LKS Book Cover

Supporting media in Lembang Park and Zoo Educational Tour Package Promotion media will be used as the cover of the LKS (Student Worksheet) on the educational tour package.



Figure 10. Results of Supporting Media for Grade 1-3 Book Covers

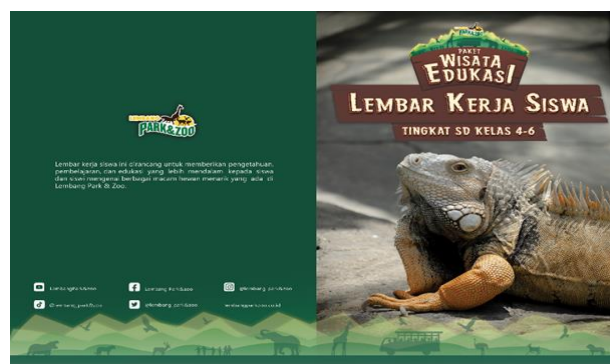


Figure 11. Results of Supporting Media for Grade 4-6 Book Covers

CONCLUSION

Lembang Park and Zoo, as an educational tourism destination, has experienced a significant reduction in visitor numbers due to the impact of the pandemic, which is still felt today. Despite offering an educational tourism program aimed towards elementary school students, less than optimal promotional efforts have caused this program not to be widely known by teachers and parents in Bandung City. The lack of utilization of social media as a promotional tool makes information about educational tourism at Lembang Park and Zoo not well spread, so many parties do not know the potential of the program.

Lembang Park and Zoo has designed an educational tourism program aligned with the primary school education curriculum to address this issue. The program aims to attract teachers, parents, and students by providing an immersive educational experience. The research was conducted using qualitative methods with data collection techniques such as observation, interviews, questionnaires, and literature studies to explore the needs and preferences of teachers and parents. The data collected provides an overview of the effectiveness of existing promotional media and shows that more focused and targeted promotions are needed to attract the attention of target audiences.

As a solution, a promotional video was designed to introduce the educational tourism program of Lembang Park and Zoo more effectively. The video is intended to be easily understood by teachers and parents of elementary school students, providing clear and engaging information about educational tours and animal knowledge. By using social media and more efficient promotional channels, it is hoped that this promotional video can increase public awareness, attract more visitors from the elementary school group segment, and fulfill the need for fast and easily accessible information.

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