

Exploration of Local Wisdom in Creative Economy Literacy: The Case of Banana Chips Small Business

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ABSTRACT

This research aims to explore local wisdom through creative economic literacy in the small banana chip industry in East Luwu Regency. The type of research used is qualitative with the source of informants being 5 people each from small businesses who have different marketing methods in terms of product sales in East Luwu Regency. The data collection technique was carried out in two aspects, namely primary and secondary. The data collected is then processed and analyzed using qualitative descriptive methods, to provide an overview, explanation, understanding and conclusions. The results of the research show that banana chips business actors in East Luwu Regency already understand creative economic literacy with the knowledge they have, they can act or behave in accordance with the knowledge they have gained from the learning process and from training. They run their business with the knowledge they get from the process of selecting raw materials to how they market their products. Potentially, the creative economy industry can be used as an alternative to restore the economic conditions of society which are starting to decline.

Keywords: *local wisdom, creative economy literacy, small business*

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1. INTRODUCTION

Creative economic literacy has become the center of attention in exploring local economic potential that can be developed through creativity and innovation. One form of small business that reflects the richness of local culture is the production of banana chips. Community involvement in this business is not just about creating culinary products, but also involves the local wisdom ecosystem which includes traditions, skills and cultural values passed down from generation to generation. Exploring the local wisdom involved in creative economic literacy, highlighting the case of a small banana chips business as a case study that reflects the integration between economic creativity and traditional values.

Banana chips as a small business product reflect the use of local ingredients that are abundant in certain areas (Sulistiyowarni, 2020). The choice of bananas as raw material is not only based on availability, but also on local knowledge regarding the types of bananas that are most suitable for processing into chips. Thus, the production of banana chips is a concrete example of how local wisdom guides resource selection to optimize economic outcomes. Apart from that, the process of making banana chips itself includes a variety of traditional skills that have been passed down from generation to generation. Processing bananas into chips involves special techniques in cutting, drying and frying which have become an inseparable part of local wisdom. These skills create a competitive advantage, and at the same time, encourage the preservation of local traditions and knowledge.

As a small business, the banana chips business also reflects wisdom in marketing and branding. The use of design elements, local stories, and emphasis on local wisdom values can be an effective marketing strategy. In this case, creative economy literacy is not only about producing products, but also about how to market and package them in a way that reflects cultural identity (Pada et al., 2022; Rahmatullah, 2022; Sulaiman et al., 2023; Rakib et al., 2024). In marketing and branding efforts, banana chips businesses can utilize local wisdom to connect consumers with authentic stories. Exploring local narratives, such as the history of bananas in the lives of local people or the traditional process of making chips, can be of particular interest to consumers looking for a deeper and more meaningful culinary experience. In addition, an emphasis on local wisdom values such as sustainability, social justice, and community involvement can strengthen the emotional connection between consumers and products, creating ongoing loyalty.

It is also important to acknowledge the role of social media in expanding the marketing reach of banana chips businesses (Surur & Paramita, 2022). By utilizing platforms such as Instagram, Facebook, or TikTok, business owners can share unique stories behind making chips, present the creative process, and invite consumers to participate in the business journey. Involving consumers in the creative process and providing a space for them to share their experiences can create active online communities (El Farabi, 2020), support business growth and strengthen brand images with local character. Thus, smart marketing based on local wisdom can be a solid foundation for sustainable growth in the banana chips industry.

The sustainability of the banana chips business is also closely related to local wisdom in resource management. In this case, aspects such as banana planting patterns, energy use in the production process, and waste management can reflect local wisdom in maintaining the local ecosystem. Implementing these practices not only contributes to environmental sustainability, but also strengthens positive relationships between businesses and local communities. Resource management in the banana chips business does not only include environmental aspects, but also embraces local wisdom in the use of human resources. Many of these small businesses empower local communities by providing training and employment opportunities, thereby creating inclusive and sustainable work environments. By involving local workers, the banana chips business is not only a contributor to the economy, but also an agent of positive social change in the community, raising people's standard of living through economic participation that has a positive impact.

In addition, sustainability in resource management also includes a wise approach to the use of water and energy in the production process. Efficient management of these resources not only helps reduce environmental impacts, but also reflects local wisdom in maintaining the balance of the local ecosystem. By prioritizing the use of renewable energy and sustainable agricultural practices (Saputra et al., 2023), banana chips businesses can play an active role in nature conservation and create a business model that supports harmony between economic activities and the environment. Thus, these sustainability principles become the basis for business growth that not only benefits business owners, but also contributes to environmental sustainability and the welfare of local communities.

The development of product variations and innovation in serving banana chips also reflects local wisdom in responding to changing market trends. In creative economy literacy, adaptation to consumer tastes and developments in market trends is the key to success (Saputra et al., 2021). Therefore, the banana chips business provides an example of how local wisdom can be used as a basis for sustainable innovation. In a social context, the banana chips business also involves local communities as an integral part of the production process (Manembu et al., 2018). Community involvement not only creates close relationships between producers and consumers, but also strengthens the community's sense of ownership of the business. This reflects local wisdom in building strong partnerships and networks to support sustainable business growth.

It is important to highlight the role of technology in creative economy literacy, especially in the context of the banana chips business. The use of modern technology in production processes, online marketing and business management is an integral part of sustainability and growth strategies (Marselina et al., 2024). This technological integration creates a meeting point between local wisdom and global technological advances. The sustainability of the banana chips business is also influenced by government support and policies that support the local creative economy. Providing incentives, entrepreneurship training and small business support facilities can create a conducive environment for the growth of the locally based creative economy sector.

East Luwu has the potential for prospective development and growth in the future because of its special characteristics, namely as an area that has the potential for rich natural resources. So naturally, East Luwu Regency has a comparative advantage compared to other regions in South Sulawesi. There are many potentials in East Luwu Regency, including agriculture, mining, plantations, forestry, fisheries, animal husbandry and industry. However, the development of the creative economy in East Luwu Regency is very slow because the level of community understanding or mastery of the potential that exists in East Luwu Regency is not yet complete so that they have the ability to develop or process it into a form of productive business. The community in East Luwu Regency still has low understanding so that The development of businesses operating in the creative economy sector is lacking, even though East Luwu Regency has various kinds of potential in the region, which can be processed in the form of creative economy businesses.

This research aims to open further insight into how local wisdom can be integrated into creative economic literacy, with a case study of the banana chips business. Through an in-depth understanding of the factors that influence the success of this business, it is hoped that general principles can be found that can be applied in the development of a locally based creative economy in various contexts. Therefore, based on the explanation above, the researcher felt interested in conducting research with the title Exploration of Local Wisdom in Creative Economy Literacy: The Case of the Banana Chips Small Business.

2. RESEARCH METHODS

2.1 Types of Research

The type of research used in this research is qualitative research. According to Creswel, the main characteristics of qualitative research are: first, exploring the problem and its development in detail, focusing on one particular phenomenon. Second, the literature or theories and regulations used become the basis for formulating problems. The approach used is descriptive qualitative, namely a combination of in-depth interviews, observation and documentation. In accordance with the qualitative approach and data sources used, the data collection technique used is analysis of the results of observations, interviews and documents. Arikunto is of the view that collecting data in research activities is necessary

2.2 Informant Determination Technique

The sources of informants were 5 people each small business actors who have different marketing methods in terms of product sales, in East Luwu Regency. To obtain accurate data and guaranteed quality, before determining the subjects/informants, researchers will conduct an overview or assessment of small business actors in East Luwu Regency, representatively providing information by asking several questions related to the problem to be researched. Next, the subject/informant is determined. Initial information is selected by people who can "pave the way for determining the next informant and stop when the required data is sufficient.

2.3 Description of Research Subjects

a. Economic Literacy

Economic literacy is something that is important for everyone to have to manage finances or the income generated by someone to support their welfare in the future.

b. Understanding Local Wisdom

Local wisdom is knowledge discovered by certain local communities through a collection of experiences in trying and integrating it with an understanding of the culture and natural conditions of a place.

c. Utilization of Regional Potential

As a process, to find out the understanding of small business actors regarding eco-literacy, understanding local wisdom, utilizing regional potential.

The following are the steps that must be taken to find out the understanding of small business actors.

Table 1. Description of Research Subjects

Research focus	Description of Research focus	Data Analysis Techniques	Data source
How do small business actors understand creative economy literacy?	Small business actors' understanding of the creative economy	Interviews and documentation	Small business actors
Utilizing regional potential into a business	Small business actors' understanding of local wisdom	Interviews and documentation	Small business actors
How to utilize regional potential into a creative business for small business actors	Utilizing regional potential into a business	Interviews and documentation	Small business actors

Source: Processed data, 2023.

2.4 Data Collection Techniques

Data collection techniques are carried out in two aspects, namely:

- a. Secondary Data
This type of data collection is carried out by searching reading materials in the form of journals, books, the internet and various related research results, as well as data taken from national and regional archives.
- b. Primary data
This data was obtained through field research which directly met the informants and was carried out in two ways, namely, observation, namely, a data collection technique carried out by directly observing the research object accompanied by the necessary notes, and in-depth interviews, namely, by using a question guide to research subjects and informants who are considered able to provide explanations regarding economic literacy, understanding local wisdom, and utilizing regional potential.

2.5 Data Analysis Techniques

Analyzing data that has been categorized, interpretative understanding will be carried out. This means that the author interprets the incoming data and information, to examine the data with a research focus and data presentation because the data that will be obtained in this research is qualitative data in the form of words, so the presentation will automatically be in the form of a description of words which of course leads to the main problem.

Analysis of data obtained in the field was carried out through qualitative self-interpretation of interactive dialogues and in-depth interviews using approaches from communication and conflict theories in analyzing any information found from various literature and informants who were considered to have theoretical and theoretical knowledge competence. empirik on economic literacy, understanding local wisdom and utilizing regional potential.

The data collected was then processed and analyzed using qualitative descriptive methods, to provide an overview, explanation, understanding and conclusions about the research results. This was done to provide conclusions regarding the understanding of small business actors regarding economic literacy, local wisdom, and utilization of regional potential in East Luwu Regency.

3. RESULTS AND DISCUSSION

3.1 Research Results

a. Creative Economy Literacy

1) Small business actors' understanding of the creative economy

East Luwu Regency is the easternmost district in the South Sulawesi province. This district, nicknamed Bumi Batara Guru, is experiencing very rapid progress in all fields. The achievement of national economic growth on a micro and macro scale shows that development activities have driven economic growth synergistically and shown a significant increase. East Luwu has the potential for prospective development and growth in the future because of its special characteristics. Developing a

creative economy based on local wisdom means a combination of economic development and paying attention to local cultural wisdom as a source of ideas, inspiration and innovation in the development process. Based on the results of interviews with resource persons and informants, several understandings of small business actors regarding creative economic literacy were obtained, namely:

- a) Small business actors run their businesses with knowledge and insight that really understands creative economic literacy which is very helpful in running their businesses.
- b) There are many resources, small business actors make good use of them by using their understanding of creative economic literacy.

2) Level of Understanding of Local Wisdom of Small Business Actors

Many small business actors in East Luwu Regency already run their businesses based on the resources available in their area. The following are the conclusions from interviews with informants regarding small business actors' understanding of local wisdom, namely:

- a) Small businesses take advantage of the abundance of bananas by processing them into banana chips with various flavors to become souvenirs typical of the East Luwu region.
- b) Small business people really understand how important local wisdom is for their business and that more tourism can improve their business.

3) Understanding the Regional Potential to Become a Business

Many small business actors in East Luwu district are entrepreneurs by exploiting the potential that exists in the area or around their respective homes. From the research results it can be indicated as follows:

- a) Small business actors really take advantage of the potential that exists in the region to become a business or develop their business to improve their economy and that of the local community.
- b) Small business actors really take advantage of regional potential, namely tourism, to market their business products and small business actors also use regional agricultural products, namely bananas.

3.2 Discussion

a. Small Business Actors' Understanding of Creative Economy Literacy

The results of the research reveal that banana chips business actors in East Luwu district already understand creative economic literacy with the knowledge they have, they can act or behave in accordance with the knowledge they have gained from the learning process and from training. They run their business with the knowledge they get from the process of selecting raw materials to how they market their products. Potentially, the creative economy industry can be used as an alternative to restore the economic conditions of society which are starting to decline. Especially when compared to natural resources, the potential for the creative economy tends to grow along with the development of the capabilities of industry players.

The creative economy develops from the concept of creative capital which can potentially increase the economic growth of a region. The creative economy is the 4th wave of the economy which is a continuation of the third wave of the economy with an orientation towards creativity, culture, cultural heritage and the environment (Iskandar et al., 2022). Wijaya et al. (2021) stated that entrepreneurial learning through education and mentoring experience training contributes to improving entrepreneurial attitudes which include high discipline, honesty in acting and being brave enough to take risks, a pro-active attitude and an attitude of being good at socializing. According to Wibowo & Nurini (2015) the difference that can be seen between businesses in rural and urban areas is the difference in educational background and work experience. Micro-entrepreneurs in rural areas have lower educational background and work experience than small and medium-sized entrepreneurs. In entering the target market, especially the international market, small and micro businesses certainly need to know what obstacles small and micro businesses need to know about entering the international market so that they can prepare steps to anticipate the obstacles they will face (Mukherjee, 2018).

Boermans & Roelfsema (2016) stated the two most important strategies in supporting business growth, namely internationalization and innovation. Then they also added that these two strategies are very closely and strategically related. The first connection is that in general both strategies use the

principles of exploration and exploration of knowledge and information as the main key (Ashshidiqy & Ali, 2019).

Ahlström et al. (2018) in their research stated that in the last two decades, research on business internationalization, especially for small and micro businesses, has increased. This is proof that the capacity and potential of small and micro businesses to carry out internationalization is indeed considered sufficient. One of the main factors that supports the success of internationalization and innovation strategies is the existence of entrepreneurs who will make many decisions in their business.

In this case, the role of creativity is really needed in developing businesses, especially small businesses in the East Luwu Regency area which are increasingly developing more and more every day. Understanding creativity is what makes small businesses the strength to be able to maintain and develop their business.

b. Level of Understanding of Local Wisdom of Small Business Actors

This research shows that banana chip businesses still use a manual cutting tool called a banana grater or (multy cut). This banana cutting tool is made of teak wood, a stainless knife and the thickness of the banana slices can be adjusted according to needs. The process of making seasoning for banana chips is traditional and some use instant seasoning. Not only processing bananas, they also use tourist attractions as an opportunity to market their banana chip products. In this way, their business will run smoothly and be in demand among the people in the area itself and tourists who come to the East Luwu area. It improves the economy of the people of East Luwu district and reduces unemployment in accordance with Ahlstrom et al. (2018) local wisdom is local ideas that are wise, full of wisdom, have good value, which are embedded and followed by members of the community. Local wisdom is formed as the cultural superiority of local communities and geographical conditions in a broad sense. Local wisdom is a cultural product of the past that should be continuously used as a guide for life. Even though it has local value, the value contained in it is considered very universal.

Indonesia has a variety of local wisdom that must always be maintained. Local wisdom is capital in facing the rapid flow of global culture characterized by increasingly thin cultural boundaries between nations (Samodro, 2018). Globalization is usually characterized by developments in technology and information so that industrialization must adapt to these advances in technology and information. The impact of global culture is the opening of trade barriers between countries so that product distribution opportunities become easier. However, on the other hand, efforts are needed to strengthen the competitiveness of food and beverage MSME products so that they can be competitive in the export market. Efforts to increase competitiveness are carried out by defending the nation by instilling local wisdom values.

Local wisdom in each ethnic group in Indonesia can be used as a source of value in shaping the character of the Indonesian nation and this becomes the nation's social and business capital to play an active role in global culture. Local wisdom can be a source of value for building elements of social capital and business capital, including mutual trust and networks. Trust is described as a form of orderliness, honesty and cooperative behavior that emerges from a group, where this form is based on norms shared by all members of the group (Pratikto, 2015).

Local wisdom is a form of Indonesian cultural heritage that has developed for a long time. Local wisdom is born from the thoughts and values that a community believes in nature and its environment. Local wisdom contains the values, norms, belief systems and ideas of the local community. Therefore, local wisdom in each region is different. Local wisdom is closely related to the management of natural resources and the environment.

Society has its own perspective on nature and the environment (Yenrizal, 2017). Communities develop their own ways to maintain the balance of nature and the environment in order to meet their daily needs. Management of natural resources and the environment through the development of local wisdom has its own advantages. Apart from maintaining the balance of natural resources and the environment, the culture of the local community can also be preserved.

Efforts that small businesses can make are by increasing the community's ability to filter various incoming technologies that maintain the balance of nature and the environment and are adapted

to local community wisdom. Then this can be done by changing people's mindset from a mechanical mindset to a holistic mindset so as not to exploit nature. Then by making people aware of the importance of managing the natural resources and environment of each region and preserving local wisdom which actually has its own uniqueness.

c. Utilizing Regional Potential to Become a Creative Business for Small Business Actors

As small business operators of banana chips, they stated that there are many regional potentials, it is easier for them to run their business with the knowledge that is always provided by the regional government and the huge regional potential such as banana plantations. That is why they chose to become banana chips entrepreneurs.

Utilizing all of these potentials or resources can create various business opportunities which can then increase the pace of the community's economy in a sustainable manner, which in turn will have a wide multiplier effect on various sectors of community life. Each autonomous region must be able to identify all its potential in an effort to develop it optimally, directed and planned so that this potential can become a locomotive for regional economic growth, a source of regional income and an increase in community income. Therefore, the potential of the region will be able to indicate what the region's core competencies are, which then need to be developed in the future through various efforts and involvement of the regional government, community and business actors in the region (Cahyadi, 2021).

Regional potential can be divided into natural potential (natural, not artificial) and artificial potential. Natural potential consists of natural resource potential (SDA) and human resource potential (SDM). Natural resource potential includes all the earth, water and all other natural resources and what they contain. Meanwhile, human resource potential covers all aspects related to the quality of human resources, both physical and non-physical aspects. Meanwhile, the potential of artificial resources includes all the results of human efforts and capabilities, whether in the form of technology, facilities and infrastructure, products or in the form of institutions or organizations that live in society. Nowadays, the development of regional potential is very helpful for small businesses, especially in the regions, in entrepreneurship. Potential empowerment is an effort to build power by encouraging, motivating and raising awareness of the regional potential they have and making efforts to develop and maintain it.

4. CONCLUSIONS AND SUGGESTION

Creative economic literacy is an economic concept in the new economic era that prioritizes information and creativity by relying on ideas and various knowledge from human resources (HR) as the main production factor in the economy. Creative economy literacy has greatly increased considering the role of the creative economy in improving the economy of a region, especially the development of a creative economy based on local wisdom.

Like the banana chips business actors in East Luwu Regency, they have used the regional potential for their business by using the produce from banana plantations, which happen to be abundant in East Luwu Regency, which they use as raw material for banana chips. Not only that, banana chip business actors also take advantage of tourism potential as a place to market their banana chip products. Banana chips business actors in East Luwu Regency really understand creative economic literacy based on local wisdom and exploiting regional potential into a business. They take part in training held by the Cooperative Industry and Action Service and training from outside the East Luwu Regency government. So the knowledge they gain is used to develop their business, namely banana chips.

Based on the results of the research above, the researcher provides suggestions, namely, if the East Luwu district wants to build a creative economy in the era of global competition and create and create many opportunities in the industrial world, you must think creatively, namely imagination, abstracts and observations from the government and society. The East Luwu Regency government must play an active role and not be innovative by doing something different and something new because in East Luwu Regency there is still a lot of other potential that has not been utilized by some people, so here the government's role, especially in this field, must always be to guide and provide direction to the community. The government and community are advised

to find solutions to return to the noble values that have been passed down from generation to generation in preserving local wisdom values which have been declining due to developments in the era of globalization.

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