



Implementation of the Empowerment Program for Culinary Tourism Business Actors in the Coastal Area of Manado Bay, North Sulawesi Province

Florence D. J. Lengkong¹, Very Y. Londa¹, Novva N. Plangiten¹, Novie R. A. Palar¹

¹Universitas Sam Ratulangi, Manado

*Corresponding Author: Florence D. J. Lengkong

Email: daicylengkong@unsrat.ac.id



Article Info

Article history:

Received 7 September 2024

Received in revised form 5

October 2024

Accepted 20 October 2024

Keywords:

Program Implementation

Empowerment

Business Actors

Culinary Tourism

Abstract

The Manado City Government through the 2020-2025 regional tourism development master plan has determined a special tourism destination cluster for culinary tourism areas with urban-coastal tourism attractions. The determination of this cluster is in line with the culinary potential managed by the community such as bakat sea fish and local snacks around the coast of Manado Bay. By using a qualitative research design, data was collected directly at the research location through interviews and observations, and secondary data was also collected electronically through internet media such as Google Scholar, WoS databases, Scopus, Arxiv by Cornell, Ulrich's Web, Science Direct, Directory of Open Access, JSTOR, SciELO, ERIC, ResearchGate and others. Data analysis using an interactive analysis model with data reduction, data display and conclusion drawing/verification stages. In addition, for the validity of the data analysis discussion, a focus group discussion was also conducted. The research findings that the implementation of the empowerment program for culinary tourism entrepreneurs in the Manado Bay Coastal Area has been carried out by the Manado City Government. Training, mentoring, provision of capital and business facilities and supervision as a form of empowerment activities carried out. The empowerment program is carried out separately or in collaboration with other public organizations. The seriousness in managing and developing businesses from the Community is a measure of the success of the implementation of the empowerment program.

Introduction

One of the development sectors that is currently being developed by the government is tourism. Tourism is used as access to strengthen the economy of the country, regions and society (Pauzi, & Budiana, 2016) and also opens up employment opportunities, reduces unemployment rates and fosters new entrepreneurs (Yachya, et al. 2016). For this reason, the government encourages tourism communities to be involved in tourism activities (Rusyidi, & Fedryansah. 2018). Community involvement in utilizing tourism potential as a source of new businesses (Marjulita et al., 2019), livelihoods in economic aspects (Yachya et al., 2016). So as to get income (Kristian, 2017) and meet family needs (Ruru et al., 2022).

Manado City has a coastal area that is used as a reclamation area, business center, entertainment tourism destination and culinary tourism. Also as a buffer zone for the Bunaken Marine National Park. Not a few people who work as fishermen make the coast of Manado Bay a place for daily social and economic activities (Londa et al., 2021). The change in the function of the coastline is utilized by the community to run culinary businesses such as sea fish and local snacks. Local culinary businesses can be found around the Malalayang, Sindulang, Karang Ria,

Maaring and Tumumpa areas. This culinary business place has been designated by the Manado City Government as one of the clusters of tourism destinations with urban-beach tourism attractions (Manado City Regional Regulation Number 2 of 2016). By being designated as a tourism destination cluster, development of an area that supports tourism activities has been carried out.

The Manado City Government through Regional Regulation Number 2 of 2020 in tourism development makes community empowerment an important thing in advancing the quality of life, independence, and welfare of the community. The Manado City Government strives to increase awareness, capacity, access and roles of all components of society through tourism activities. The role of the community is considered very important because to advance the region through the tourism sector, quality tourism human resources are needed. Competitive human resources advance the tourism industry, regional tourism destinations, tourism marketing and tourism institutions.

The implementation of the empowerment program in the culinary tourism sector by the Manado City Government is to provide access to a special area for tourism destinations with urban-beach tourism attractions. Also providing cart sales facilities for local people in the Boulevard 2 area. There will be local people who eventually leave the culinary business and switch to other jobs because they are unable to compete in managing their business, lack capital, are not innovative⁷ and are affected by the Covid-19 pandemic (Lengkong et al., 2022). To be able to solve this problem, a pattern of empowerment program implementation is needed that is specifically in the culinary tourism business sector. This pattern can be found by conducting a scientific study that is built through theoretical and empirical studies as well as relevant data, facts and theories. This space must be carried out by universities through research. Research related to community empowerment so far has not specifically elaborated on culinary businesses. Nor does it specifically study empowerment programs (Londa, 2020) based on the potential possessed by the Community (Londa & Pangemanan. 2021). This study specifically examines culinary tourism businesses, so the research findings will also specifically focus on models that can be recommended to be applied by the government as a pattern of community empowerment program implementation in the culinary business sector.

Based on the problem phenomenon stated above, the formulation of the problem which is also a research question that will be sought as an answer as a research finding is how is the implementation of the community empowerment program for culinary tourism business actors in Manado City? This research was conducted specifically with the aim of analyzing the implementation of the community empowerment program carried out on culinary tourism business actors in Manado City in the study of public administration science. Through the implementation of this research, it is expected to find the concept and pattern or model of the implementation of the community empowerment program that is specifically for the culinary tourism business community. The findings of this study can also be used as a scientific recommendation in tourism development in the superior fields of Social Humanities Arts and Culture (economics and human resources) and in the superior field of Sustainable Tourism Development (economics and human resources supporting tourism). Sam Ratulangi University as an institution of higher education in North Sulawesi Province has a scientific responsibility in providing recommendations to the local government in implementing development. The community of tourism business actors is expected to have knowledge and skills in business management. So that the development carried out in the tourism sector can be utilized by the community to increase income and meet family needs. Tourism development is also a medium in strengthening the national and regional economy and in accelerating equitable development. Various programs and actions have been carried out by the government in implementing the

empowerment program, but there is no model or pattern that is used as a basis by the government, especially for culinary tourism business actors. Sam Ratulangi University as a higher education institution in North Sulawesi Province has a scientific responsibility in providing recommendations to the local government in implementing development. The tourism business community is expected to have knowledge and skills in business management. So that the development carried out in the tourism sector can be utilized by the community to increase income and meet family needs. Tourism development is also a medium in strengthening the national and regional economy and in accelerating equitable development. Various programs and actions have been carried out by the government in implementing the empowerment program, but there is no model or pattern that is used as a basis by the government, especially for culinary tourism business actors. Considering the research object that is the focus of the problem, namely those related to the implementation of the empowerment program, especially for culinary tourism business actors, it is considered that this problem is urgent to be studied scientifically in the superior fields of Social Humanities Arts and Culture. This is in line with the strategic plan of Sam Ratulangi University which is obliged to develop and implement technology that is able to create maximum added value to achieve the welfare of the Indonesian people and nation, support the economy and national development, including designing research umbrella programs, roadmaps and research agendas and implementing program management, managing intellectual property rights, managing marketing and dissemination of technology and managing interaction networks with various parties.

Methods

This study uses a qualitative design with a phenomenological approach (Sugiono. 2020) in revealing the symptoms that exist in the research object, namely related to the right model that can be used in the implementation of the community empowerment program for culinary tourism entrepreneurs in Manado City. In order to direct this research in revealing the right model that can be used in the implementation of the community empowerment program for culinary tourism entrepreneurs in Manado City, the research problem is limited to problems related to the identification of the form of the empowerment program, the implementer of the empowerment program, the target group of the empowerment program, the suitability between the program and the target group, the suitability between the program and the implementing organization and the suitability between the implementing organization and the target group. Data collection was carried out by conducting interviews with culinary business actors on the coast of Manado Bay, namely in Malalayang Dua Village, Sindulang Village, Karang Ria Village, Maaring Village and Tumumpa Village. Interviews were also conducted with the Manado City Government Leaders and Staff who are directly related to the implementation of the culinary tourism business empowerment program, namely the Tourism Office, the Cooperatives and UMKM Office and the Social and Community Empowerment Office. Direct observation to the location of the culinary tourism business community management along the coast of Manado Bay, namely in Malalayang Dua Village, Sindulang Village, Karang Ria Village, Maaring Village and Tumumpa Village. Secondary data collection at the Tourism Office, the Cooperatives and UMKM Office and the Social and Community Empowerment Office of the Manado City Government related to the implementation of the culinary business community empowerment program. Also conducting electronic data collection through internet media such as Google Scholar, WoS databases, Scopus, Arxiv by Cornell, Ulrich's Web, Science Direct, Directory of Open Access, JSTOR, SciELO, ERIC, ResearchGate and others in order to obtain articles, regulations and theoretical concepts related to the implementation of the culinary business community empowerment program. Data obtained in

the field through interviews, observations and secondary data collection will be analyzed inductively. The data analysis technique uses an interactive analysis model proposed by Miles and Huberman (Sugiono. 2020), namely data reduction, data display and conclusion drawing/verification. In addition, for the validity of the data analysis discussion, a focus group discussion was also carried out.

Result and Discussion

Manado City in the management of government and regional development has made tourism a mainstay sector. In order to support regional tourism, culinary tourism is a mainstay. This is because Manado City has potential marine natural resources such as various types of sea fish that are suitable and halal for consumption. There are also people who have the ability to process these sea fish into delicious dishes such as grilled fish which is very famous for its deliciousness. This potential is also supported by various traditional snacks such as "tinutuan" vegetable porridge, fried nike perkedel and traditional cakes (apang, panada, fried bananas and others) which are very popular with many people including tourists. The coastal areas in Manado City which are known as the Boulevard Area and Malalayang Beach Walk in the Malalayang Dua Village, Sindulang Village, Karang Ria Village, Maasing Village and Tumumpa Village have become places where you can find various traditional snacks managed by culinary business people.

The Manado City Government not only provides opportunities for national investors to be involved in developing the regional tourism sector, but also involves the entire community through business activities. Therefore, the development of micro, small and medium enterprises managed by the Manado City community is a concern of the government. In order to make the Manado City community who have micro, small and medium enterprises play a real role in regional tourism activities, three regional work units have been assigned to provide assistance and capacity building. The Industry and Trade Service, the Cooperatives and Micro, Small and Medium Enterprises Service and the Manado City Tourism Service as the regional work units assigned for these activities. The Industry and Trade Service is given authority in terms of assistance in the management and assistance of community businesses. The Manado City community who have micro, small and medium enterprises in the culinary field are assisted with various business facilities, management permits, production permits and in terms of business development by the Manado City Industry and Trade Service. The Manado City Cooperatives and Micro, Small and Medium Enterprises Service is given authority in strengthening knowledge for community business managers through training activities carried out internally by the government or which will be carried out by public institutions such as universities. The Cooperatives and Micro, Small and Medium Enterprises Office is more focused on playing the role of facilitator and supervisor of capacity building activities. The Manado City Tourism Office is given authority in terms of tourism promotion for micro, small and medium business activities in the culinary sector managed by the Community. The three Manado City Government agencies have carried out various empowerment programs for the Community of micro, small and medium business actors both individually and collaboratively. Activities carried out include business assistance, business feasibility checks, hygiene checks of materials and production sold, provision of business capital assistance, provision of business equipment assistance, assistance in making production permits and business permits, supervision of business activities to involving community business actors in micro, small and medium business exhibitions. From the various activities carried out by the Manado City Government, it shows that the role and attention are very large in order to make the culinary tourism business actor community a part of regional development. Also making the culinary tourism business actor community able to survive and compete with outside parties who invest

in the region. The culinary tourism business actor community is also given a role to be able to improve the welfare of the Community by increasing income and fulfilling life needs. The activities carried out by the Manado City Government have been in accordance with the needs of the culinary tourism business community as the target group in the implementation of the empowerment program. However, what needs to be considered is in terms of synchronization and avoiding overlapping authority of the empowerment program.

The development of human resources and the economy is carried out through the development of the tourism sector (Pauzi et al., 2016). Culinary tourism is one of the tourism destinations developed by the Manado City Government in tourism development. Culinary tourism is good for supporting Manado City as a tourist area so that economic strengthening can be achieved. Manado City is famous for its marine wealth with various types of fresh fish being one of the mainstay culinary types. There are also local culinary Manado porridge, fish floss and types of culinary (Londa, 2020; Londa & Pangemanan, 2021; Lengkong et al., 2022). Good culinary tourism is when you find experiences with various culinary delights that have special qualities so that those who enjoy them have their own impressions. Culinary tourism emphasizes experience rather than luxury. Therefore, it is more focused on how food or drink can attract tourists to enjoy it. Well-managed culinary tourism is a very important forum in supporting economic development and community development in urban and rural areas. Developing culinary tourism means that food and beverage products must be presented in a unique and impressive way for tourists (Usman et al., 2016).

The development of culinary tourism destinations has an impact on employment opportunities, income levels, household income and expenditure (Soepeno et al., 2018). With the reclamation, some of the people on the coast of Manado Bay who previously worked as fishermen have become managers of grilled fish culinary businesses. The culinary business carried out by these people is part of the work and activities related to the use of capital, business knowledge, marketing and innovation in gaining profits and maintaining the sustainability of the business so that it continues to run well (Lengkong et al., 2022).

The progress of economic activity has given rise to many creative and innovative entrepreneurs who use modern equipment to manage culinary businesses. Most of them are large capital owners, have good knowledge and experience in managing culinary businesses. This situation has a major impact on local communities in business management and competition. Local communities are faced with many problems with capital and experience in order to survive running their businesses (Soepeno et al., 2018). One of the steps to prevent and improve this problem is to equip the community with knowledge related to business management through empowerment programs. Empowerment of community businesses needs to pay attention to local potential and economic growth with the main target being the utilization of natural resources, human resources and available cultural resources so that there is an improvement in the welfare of the community. Empowerment programs are carried out through a regional approach and potential and local business actors (Hidayat, 2014). Community empowerment to provide understanding and knowledge related to business development management and working capital management both individually and in groups (Fridayanthi et al., 2020). Empowerment programs are carried out in the form of skilled staff workshops, digital technology training/digital marketing training, digital technology facilities in addition to business capital loans (Safitri & Dewa, 2021). Because the basic needs for business empowerment programs for the community are related to funding, facilities and infrastructure, access to business development information, and support from related agencies (Londa & Pangemanan, 2021).

Empowerment of culinary business actors is one of the programs of the Manado City Government (Regional Regulation Number 2 of 2020). Community empowerment through tourism development to make the community the main actor in achieving prosperity, improving the quality of life and independence through tourism programs. The basis of policy in the implementation of the culinary business actor community empowerment program by the Manado City Government is based on Law Number 10 of 2009, Ministerial Regulation of Tourism and Creative Economy Number 9 of 2021 and Regional Regulation Number 2 of 2020. Policies can come from an actor/group of actors that contain a series of programs/activities/actions with certain goals. Policies are followed and implemented by actors (stakeholders) to solve a problem. The policy process is manifested through policy implementation (Haerul et al., 2016). A public policy can be effective when implemented and has a positive impact on society. Therefore, the actions or deeds of the community must be in accordance with what is desired by the government/state (Islamy, 2010). To realize this, the government needs to ensure that the implementation of policies is carried out effectively through adequate program design and structuring of the implementation process (Ramdhani & Ramdhani, 2017). In implementing policies, there are several factors that can influence them, including authority, resources, communication, and disposition. As well as in measurement through the dimensions of consistency, transparency, accountability, fairness, effectiveness, and efficiency (Ramdhani & Ramdhani, 2017). At the program implementation stage, there are two factors that influence success, namely driving factors (facilitating conditions) and inhibiting factors (impeding conditions). Program implementation according to David C. Korten is a model of policy implementation suitability consisting of three elements, namely the program itself, the target group or program beneficiaries, and program implementers in the organizational structure. Program implementation can be said to be successful if it meets the three elements of program implementation above. The first is the suitability between the program and what is needed by the target group (beneficiaries). Second, the suitability between the program and the implementing organization, namely the suitability between the tasks required by the program and the capabilities of the implementing organization. Third, the suitability between the beneficiary group and the implementing organization, namely the suitability between the requirements decided to obtain program output with what the target group of the program can do (Guntur et al., 2019).

Achieving successful implementation of public policy requires implementers to know what to do clearly. The target group must also be informed of each policy objective/target so that the gap between planning and implementation can be reduced (Andani et al., 2019). Scott (2001) views the success of a program as seen from the role of each actor who has the authority to implement the program. The success of a policy in its implementation can be seen in the ongoing process. It is important to know whether the program being implemented is in accordance with what has been previously determined. It is important to look at the program actions of each project and pay attention to whether the program objectives have been achieved (Larasati, 2022).

The success of the program will also be determined by the suitability between the program and the target group, the suitability between the program and the implementing organization and the suitability between the target group and the implementing organization (Sari et al., 2021).

Obstacles in implementing empowerment programs are anticipated through communication strategies, budgets and stakeholder involvement. Implementation of policies related to community business empowerment can be done by facilitating digitalization/information technology through digital marketing training, online marketing, online consulting services for business actors, development of business product promotions through e-marketing training

(Larasati, 2022). In the implementation of empowerment programs, it can be seen that the role of the government is still the main choice. The government has a role as an institutional actor of policy³². The factor of "human error" in business management and the quality of products that are less innovative are problems currently faced by business actors in Manado City. The Manado City Government through the Regional Work Unit has the responsibility to help business actors solve this problem. Entrepreneurial capacity improvement programs can be carried out through empowerment activities in the form of socialization, training, mentoring, protection and provision of facilities. So that an increase in the quantity of business actors can be realized in Manado City (Lengkong et al., 2022).

Conclusion

The Manado City Government has designated the tourism sector as a mainstay sector for developing the region. The Manado City Government not only provides opportunities for national investors to be involved in developing the regional tourism sector, but also for the entire community through various business activities. Culinary tourism has become a very important part of the tourism sector in Manado City. The potential of the sea and various traditional snacks are the mainstay menus managed by the culinary business community. Boulevard and Malalayang Beach Walk have been designated by the Manado City Government as culinary tourism areas that can be used by business people. The Industry and Trade Service, the Cooperatives and Micro, Small and Medium Enterprises Service and the Tourism Service within the Manado City government as regional work units tasked with helping the community have the potential to manage culinary tourism businesses. The development of micro, small and medium culinary tourism businesses managed by the Manado City community has been given assistance, training and capacity building as well as development access. Various activities carried out collaboratively or separately by the government provide benefits for the community who are serious about managing the business. However, it does not provide benefits for the community who only make culinary tourism businesses a side activity. The implementation of empowerment programs from the government to the culinary tourism business community in Manado City is still very much needed. Therefore, various empowerment programs that have been carried out must continue. In addition, it can also carry out ongoing supervision for the business community that has received facilities and assistance from the government. So that it does not become wrong and not on target with various empowerment programs from the government. Communities that are in great need of strengthening business capital and business premises can be the concern of the Manado City Government through business assistance programs and the provision of business premises/locations. Culinary business promotion activities are not only carried out at tourism exhibitions, but can be carried out by collaborating with tourism business actors and by using social media and digital media. The government can also conduct digital-based training to be used as a promotional media for the culinary tourism business community. Training and capacity building activities for the culinary tourism business community can be carried out directly by the government or by collaborating with universities or other public institutions.

Acknowledgements

The author would like to thank Sam Ratulangi University Manado through the Institute for Research and Community Service for funding the research on the RDUU K2 Scheme so that it has been implemented and produced this scientific article.

References

- Andani, A. T. V., Setyowati, E., & Amin, F. (2019). Implementasi program pelayanan One Day Service dalam meningkatkan kualitas pelayanan Badan Pertanahan Nasional Kota. *Jurnal Ilmiah Administrasi Publik (JIAP)*, 5(3), 328-336. <https://doi.org/10.21776/ub.jiap.2019.005.03.9>
- Fridayanthi, P. D., Sukendra, I. K., Puspawati, G. A. M., & Dharmadewi, A. A. I. M. (2022). PKM: Bisnis kuliner di era new normal pada kegiatan bakti sosial UPMI 2020. *Jurnal PKM Widya Mahadi*, 1(2), 11-20. <https://ojs.mahadewa.ac.id/index.php/widyamahadi/article/view/1211>
- Guntur, M., Aslinda, Nur, A. C., & Zainal, H. (2019). The implementation model of policy for small business empowerment programs in Wajo Regency, Indonesia (Policy institutional actors that include pillars, regulatives, cognitives, and normatives, in the structure of MSME policy). *1st International Conference on Education, Social Sciences and Humanities (ICESSSHUM 2019), Advances in Social Science, Education and Humanities Research*, 335, 963-972. <https://doi.org/10.2991/icesshum-19.2019.149>
- Haerul, Akib, H., & Hamdan. (2016). Implementasi kebijakan program Makassar Tidak Rantasa di Kota Makassar. *Jurnal Administrasi Publik*, 6(2), 21-34. Retrieved from <http://ojs.unm.ac.id/index.php/iap/article/view/2477/1272>
- Hidayat, D. (2014). *Pengembangan model pelatihan kewirausahaan berbasis potensi lokal dalam meningkatkan kompetensi kewirausahaan warga belajar keaksaraan usaha mandiri (KUM) di Kabupaten Karawang*. *Jurnal Penelitian Pendidikan*, 14(1), 8-16. <https://doi.org/10.17509/jpp.v14i1.3208>
- Islamy, I. (2010). *Prinsip-prinsip perumusan kebijakan negara*. Jakarta: Bumi Aksara.
- Kristian, Y. (2017). *Pengelolaan objek wisata oleh Dinas Pariwisata Kabupaten Kutai Barat di Danau Aco Kampung Linggang Melape Kecamatan Linggang Bigug*. *eJournal Administrasi Negara*, 5(1), 5404-5417.
- Larasati, N. (2022). *Implementation of government regulation policies towards the empowerment of MSMEs*. *QISTINA: Jurnal Multidisiplin Indonesia*, 1(1), 13-21. <https://doi.org/10.57235/qistina.v1i1.18>
- Lengkong, F. D. J., Tulusan, F. M. G., & Ruru, J. M. (2019). *Implementasi kebijakan desa wisata di Kabupaten Minahasa Selatan*. Manado: LPPM Unsrat.
- Lengkong, F. D. J., Londa, V. Y., & Plangiten, N. N. (2022). *The impact of the policy of imposing restrictions on community activities of culinary business actors in the coastal area of Manado City*. *Journal Dimensie Management and Public Sector*, 3(2), 32-42. Retrieved from <http://www.hdpublishation.com/index.php/jdmpps/article/view/156>
- Londa, V. Y., Lengkong, F. D. J., & Ruru, J. M. (2021). *Dampak ekonomi kebijakan reklamasi pantai Teluk Manado bagi masyarakat nelayan*. Laporan Penelitian Unggulan Perguruan Tinggi Universitas Sam Ratulangi 2021. Manado: LPPM Universitas Sam Ratulangi.
- Londa, V. Y. (2020). Pengembangan kapasitas masyarakat pelaku usaha di daerah penyangga Taman Nasional Laut Bunaken Provinsi Sulawesi Utara. *Jurnal Administrasi Bisnis (JAB)*, 10(2), 63-71. <https://doi.org/10.35797/jab.v10.i2.63-71>

- Londa, V. Y., & Pangemanan, F. N. (2021). Empowerment of small-scale fishery businesses in coastal communities in Tatapaan Minapolitan area, South Minahasa Regency. *Journal of Asian Multicultural Research for Social Sciences Study*, 2(2), 6-14. <https://doi.org/10.47616/jamrsss.v2i2.120>
- Marjulita, Jonas, A., & Ikhsan. (2019). Pengelolaan objek wisata Aceh Jaya: Harapan dan kenyataan dalam peningkatan ekonomi masyarakat. *Community*, 5(1), 85-93. <https://doi.org/10.35308/jcpds.v5i1.1516>
- Pauzi, A., & Budiana, D. N. (2016). Faktor-faktor yang mempengaruhi secara langsung maupun tidak langsung ketimpangan distribusi pendapatan Provinsi Bali. *E-Jurnal Ekonomi Pembangunan Universitas Udayana*, 5(6), 668-691. <https://ojs.unud.ac.id/index.php/eep/article/view/20695>
- Ramdhani, A., & Ramdhani, M. A. (2017). Konsep umum pelaksanaan kebijakan publik. *Jurnal Publik*, 11(1), 1-12.
- Ruru, J. M., Londa, V. Y., Palar, N. A. A., & Rompas, W. Y. (2022). Management of religious tourism objects based on local wisdom. *Journal La Sociale*, 3(5), 197-208. <https://doi.org/10.37899/journal-la-sociale.v3i5.722>
- Rusyidi, B., & Fedryansah, M. (2018). Pengembangan pariwisata berbasis masyarakat. *Focus: Jurnal Pekerjaan Sosial*, 1(3), 155-165. <https://doi.org/10.24198/focus.v1i3.20490>
- Sari, R. K., Sjamsuddin, S., & Suryadi. (2021). The implementation of empowerment program for Indonesian ex-migrant workers to improve their welfare. *Wacana*, 24(4), 200-206. <https://wacana.ub.ac.id/index.php/wacana/article/view/708>
- Safitri, L. A., & Dewa, C. B. (2021). Analisis kebijakan pemberlakuan PPKM pada masa pandemi Covid-19 terhadap industri skala kecil dan menengah makanan dan minuman. *DAYA SAING: Jurnal Ekonomi Manajemen Sumber Daya*, 23(2).
- Scott, W. R. (2001). *Institutions and organizations*. California: Sage Publications.
- Soepeno, D., Palandeng, I., Wangke, S., & Samadi, R. (2018). Manajemen usaha produk kuliner di Kelurahan Mahakeret Barat Kecamatan Wenang Kota Manado. *Jurnal LPPM Bidang EkoSosBudKum*, 4(2), 40-51. Retrieved from <https://ejournal.unsrat.ac.id/index.php/lppmekosobudkum/article/view/24116>
- Sugiono. (2020). *Metode penelitian kualitatif untuk penelitian yang bersifat: Eksploratif, enterpretif, interaktif dan konstruktif*. Bandung: Alfabeta.
- Usman, H., Djunias, D. T. S., & Bowakh, B. (2016). Model ekonomi produktif masyarakat pesisir melalui pengembangan wisata berbasis kuliner (Studi kasus masyarakat pesisir Pantai Tobilolong Kecamatan Kupang Barat Kabupaten Kupang). *BISNIS: Jurnal Bisnis dan Manajemen Islam*, 4(1), 157-177. <http://dx.doi.org/10.21043/bisnis.v4i1.1686>
- Yachya, A. N., Wilopo, & Mawardi, M. K. (2016). Pengelolaan kawasan wisata sebagai upaya peningkatan ekonomi masyarakat berbasis CBT (Community-Based Tourism) (Studi pada kawasan wisata Pantai Clungup Kabupaten Malang). *Jurnal Administrasi Bisnis (JAB)*, 39(2), 107-116. Retrieved from <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1566>