

RESEARCH ARTICLE



## Development strategies for the culinary industry to promote tourism: A SWOT analysis

Dara Balqis , Puti Andiny  and Safuridar 

Department of Economics, Faculty of Economics and Business, Universitas Samudra, Langsa, Indonesia

### ABSTRACT

This study aims to formulate development strategies for the culinary industry to promote tourism in Langsa City, Aceh. The research employs both primary and secondary data. Primary data were obtained through direct observation, questionnaires, and interviews with relevant stakeholders, while secondary data were gathered from official documents and literature. The analytical method used in this study is SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The results identify seven prioritized strategies to enhance the culinary industry's role in supporting tourism development: (1) organizing special events to promote local culinary products, (2) providing government-supported media and strategic venues free of charge, (3) conducting training on digital marketing, (4) developing designated culinary areas in tourist locations, (5) offering packaging standardization training, (6) fostering creativity among culinary entrepreneurs, and (7) holding regular training on intellectual property rights registration. These strategies are expected to strengthen the culinary industry as a driver of tourism growth in the region.

### KEYWORDS

Culinary industry; tourism development; creative economy; SWOT analysis

### ARTICLE HISTORY

Received: 30 July 2024

Accepted: 9 January 2025

Published: 1 July 2025

### CITATION (APA 7<sup>TH</sup>)

Balqis, D., Andiny, P., & Safuridar. (2025). Toward developing a forest park as an urban tourism destination in Langsa, Indonesia. *International Review of Tourism Analysis*, 1(1), 49–62. <https://doi.org/10.62941/irta.v1i1.42>

## 1. Introduction

Aceh is one of the provinces in Indonesia that is rich in natural and cultural resources, making it a valuable contributor to the development of creative products. These products are expected to possess unique characteristics that reflect the identity of the region—such as culinary specialties and souvenirs—which can serve as tourist

**CORRESPONDING AUTHOR** Dara Balqis  [darabalqis3@gmail.com](mailto:darabalqis3@gmail.com)  Department of Economics, Faculty of Economics and Business, Universitas Samudra, Langsa, Indonesia

©2025 The Author(s). *International Review of Tourism Analysis* published by Pelita International Publishing.



This is an open access article distributed under the [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/) which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

attractions and generate added economic value (Aswadi et al., 2018; Mutia et al., 2018).

Langsa City is one of the cities in Aceh Province that must make serious efforts towards the development of creative industries. Basically, creative industry players in Langsa City have the potential to compete against other regional creative industries, but there are obstacles in the support that should be provided by the government. The lack of technical assistance from related agencies, marketing systems that have not maximized digital technology, and the absence of a brand image for the products created cause creative industry products to be less known or even unknown to people outside the Langsa City area.

In addition, the existence of unhealthy competition between creative industry players has resulted in the development of products created that have not been able to significantly increase the income of creative industry players. The absence of creative industry centers such as a wider and more prominent joint product marketing gallery is also a factor that influences the underdevelopment of the creative industry in Langsa City. Based on data obtained from BAPPEDA Langsa, currently Langsa City has 8 creative industry sub-sectors, including 4 units of interior design, 10 units of product design, 2 units of photography, 13 units of crafts, 36 units of culinary, 14 units of fashion, 1 unit of publishing, and 1 unit of fine arts, which are expected to improve the economy in Langsa City.

**Table 1.** Types of creative industries in Langsa City

Type of Creative Industries	Frequency (unit)	Percentage (%)
Interior Design	4	4,9
Product Design	10	12,3
Photography	2	2,5
Craft	13	16
Culinary	36	44,4
Fashion	14	17,3
Publishing	1	1,2
Fine Arts	1	1,2
Total	81	100

Source: Survey by authors, 2024

From Table 1. Types of creative industries in Langsa City, culinary is the sub-sector with the largest number of units, namely 36 units or fulfilling 44.4% of 100% of the

creative industry sub-sectors in Langsa City. This figure does not rule out the possibility that it will continue to grow if there is proper development of the culinary sub-sector creative industry. The creative industry of the culinary sub-sector is an industry that utilizes human creative ideas on raw materials available in the region to produce culinary products that are quality, unique, worth selling, and able to provide a distinctive image of the region of origin. According to BAPPEDA Kota Langsa, the creative industry must be developed because it can improve the economy, increase product competitiveness, and reduce unemployment. If the products created are recognized by the community and generate large sales, it is certain that it will increase local revenue. He also mentioned that the tourism sector has a very close relationship with the creative industry sector, especially the culinary sub-sector. According to him, the more unique the type of culinary created by business actors, the more it will attract tourists, both local tourists and tourists outside the region. For example, various processed mangroves, *beulacan*, cakes, and many more types of culinary sub-sectors of the creative industry that are very synonymous with Langsa City. Strategies that must be carried out by the government as a form of developing the culinary creative industry so that it can further support various aspects such as tourism in Langsa City. A creative society, a supportive government, and the right steps in processing and utilizing natural resources will certainly have a positive impact on regional development.

Langsa City has a very potential creative industry in the culinary sub-sector and has some very beautiful tourist attractions. One of the biggest potentials of Langsa City is marine products that can be processed into various forms of ready-to-sell creative culinary products. With an area of 239.8 Km<sup>2</sup>, Langsa City has various tourist attractions both owned by the government and owned by entrepreneurs who have been developed in stages, including Protected Forests, Kuala Langsa and several public swimming pools owned by entrepreneurs.

## 2. Literature review

### 2.1. Definition of Industrial Development Strategy

According to Hill (1997) strategy is all activities that exist within the scope of the company, including the allocation of resources owned by the company. Strategy is a reference for taking long-term action to achieve maximum goals. A strategy is related to planning, mobilizing existing resources, and other environmental factors.

The strategy designed must be in accordance with the goals and objectives to be achieved by utilizing available funds, power and energy according to planning (Rangkuti, 1998).

According to Sartika et al. (2022), industrial development is supported by five main pillars. The first pillar is resources, which consist of high-quality human resources capable of generating ideas and creativity, as well as natural resources that serve as raw materials for creative industry products. These products must possess selling value, functional utility, and be environmentally friendly. The second pillar is the industry itself, which requires a market structure that fosters healthy competition. Such an environment enables business actors to compete fairly and strive to produce the best possible products. The third pillar is technology. The application of advanced technologies plays a critical role in product creation and marketing, facilitating processes such as information retrieval, production, innovation, collaboration, and distribution. The fourth pillar is institutions, where legal and institutional frameworks are essential for protecting creative products. This includes both formal and informal regulations, customs, and norms that safeguard intellectual property and encourage ethical business practices. The fifth pillar is financial institutions, which provide crucial support for business sustainability and growth. These include banks, pawnshops, venture capital firms, and cooperatives that offer loans or credit facilities to creative industry actors. Furthermore, Hasan et al. (2023) and Al-Shimari et al. (2019) emphasize that the creative industry significantly contributes to regional economic development, particularly through the export of creative products.

## ***2.2. Creative industry***

United Kingdom, Department of Culture, Media, and Sport, (UK DCMS) as the founder of the Creative Industries Task Force at the Department of Trade states creatives industries as those industries which have their origin in individual creativity, skills and talents, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property and content (Ilhamuddin et al., 2018). Based on this definition, in the Indonesian sense, the creative industry is an industry that comes from utilizing creativity, skills, and talents of a person in creating wealth and employment through the products created. In general, creative industry products are symbolic items that contain cultural values and it is difficult to

predict how consumers will assess the products produced because each consumer has a different assessment.

According to Ilhamuddin et al. (2018), the creative industry will become a potential sector with the support of three things. First, knowledge creative, which is the ability to generate innovative ideas and creative solutions. Second, skilled workers, which includes labor with relevant skills and competencies in the creative industry. Third, labor intensive, which means there is sufficient and skilled labor to support the production and development of creative industries. Support from these three aspects will enable the creative industries to grow and contribute significantly to the economy.

### *2.3. Culinary industry*

The word culinary comes from the English culinary language, which is an activity related to cooking. When viewed based on the creative industry, the culinary sub-sector does not have many studies that discuss it. Countries that have included the culinary industry as a creative industry include Indonesia, Italy, and two US states (Wangshiston DC and Maassissippi). According to Septiyana et al. (2020). The definition of culinary based on the creative industry is an activity consisting of the preparation and presentation of culinary products based on creativity, aesthetics, tradition or local wisdom to increase product value, taste, attract purchasing power, and provide experiences for consumers.

According to Besra (2012), the culinary industry in the creative industry sector is determined by several main elements. First, creativity, which is the ability to generate new ideas that add value to food or beverages through recipe, processing, and presentation innovations. Second, aesthetics, which relates to the appearance of culinary products that pay attention to the elements of beauty, so that they can arouse consumer tastes. Third, tradition, which includes habits and practices that have been carried out for a long time, as well as cultural information passed down from generation to generation in processing food. Fourth, local wisdom, which includes human wisdom based on values, ethics, ways and behaviors that give food or beverages a distinctive character, so that the product is known to have certain characteristics. These elements together form the basis for the success and unique identity of the culinary industry within the creative industries.

## 2.4. *Tourism*

Based on Law No. 10 of 2009 concerning Tourism, Tourism is an overall activity related to tourism and is multidimensional and multidisciplinary in nature which arises as a form of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, Governments, Local Governments, and authorities.

According to Kodhyat (1992) tourism is a temporary trip and is carried out either individually or in groups to seek harmony and happiness in the environment or social aspects. Meanwhile, according to Spillane (2004) a trip can be said to be a tourist trip if it is temporary, done without coercion, and is not doing work that is generating wages for his departure to a tourist area. The definition of tourism is not exactly the same in every expert. Basically, tourism is a trip with the aim of entertaining which is done outside the daily activities carried out in order to provide benefits that are permanent or temporary.

An area can attract tourists to visit if it meets the requirements of what to see, what to do, what to buy, what to arrive, and what to stay. First, what to see means that an area can be attractive if there is an object or attraction that is unique so that it only exists in that area. Second, what to do means that a tourist area must provide recreational facilities that can make tourists comfortable spending their free time (Indah, 2019). With the development of tourism, it will have an impact on encouraging economic growth (Mardhani et al., 2021; Mardhani et al., 2024; Maulana et al., 2025).

## 3. *Research methods*

### 3.1. *Scope and location of research*

This research was conducted in Langsa City with a focus on the creative industry development strategy of the culinary sub-sector to support tourism, as part of the study of Regional Economics. The culinary sub-sector was chosen because it is considered the most potential and has the most units in Langsa City. The research took place in November 2023. The research used qualitative data from observation, questionnaires, and documentation. The data consisted of primary and secondary data. Primary data was obtained directly from respondents through observations, interviews, and questionnaires with relevant parties such as Bappeda,

Disperindagkop, Dekranas, and culinary businesses. Secondary data came from literature studies, including official documents, books, journals, and theses relevant to this research. The research population includes related parties such as the government and creative industry players in the culinary sub-sector. The sample was taken using purposive sampling technique, focusing on informants who have expertise and are able to provide accurate data. The total sample was 34 people, consisting of 4 respondents from *Bappeda*, 4 from Disperindagkop, 2 from *Dekranas*, and 24 culinary business actors. The selection of informants was based on the quality and contribution of data they could provide.

### 3.2. Data analysis

This research uses the SWOT analysis method. According to Rangkuti (1998), SWOT analysis is an instrument used to systematically identify factors to formulate a strategy. This analysis is based on logic that can maximize strengths and opportunities and minimize weaknesses and threats. This research will form SO, ST, WO, and WT strategies. The SO strategy is formulated by utilizing all strengths to seize as many opportunities as possible. The ST strategy is formed by utilizing the strengths possessed to overcome threats. WO strategies are designed based on utilizing existing opportunities by minimizing weaknesses. The WT strategy is formed by minimizing existing weaknesses and avoiding threats.

## 4. Results and discussion

### 4.1. Results

Table 2 is the result of identifying internal factors in the form of strengths and weaknesses that affect the development of the creative industry in the culinary sub-sector of Langsa City. Determination of weights and ranks based on questionnaires that have been filled out by 34 respondents who are considered experts and have the capacity as decision makers in the culinary sub-sector creative industry development strategy in Langsa City. In Table 2, it is stated that the final result for the strength element obtained an accumulative score of 1.934 and for the weakness element obtained a score weight of 1.425. This means that respondents gave a higher response to the strength factor than the weakness factor. The total weighted value for internal factors is 3.359, indicating that the culinary sub-sector creative

industry is able to overcome weaknesses and use strengths for the development of the culinary sub-sector creative industry in Langsa City.

**Table 2.** Results of internal factor analysis

Internal strategic factors	Weight	Rating	Score
<b>Strength</b>			
The creative industry in the culinary sub-sector in Langsa City has many types that have the potential to be developed in order to increase tourism visits in Langsa City	0,189	4	0,756
The government continues to make efforts to develop the creative industry to attract tourists and increase tourism.	0,158	3	0,474
Culinary creative industry that has participated in the event to introduce creative industry products sub culinary sector	0,176	4	0,704
<b>Sub total</b>	<b>0,523</b>		<b>1,934</b>
<b>Weaknesses</b>			
Not yet optimal government support in efforts to develop the creative industry in the culinary sub-sector	0,174	3	0,522
Lack of promotional media so that it is less known to tourists	0,154	3	0,462
Lack of biodiversity and less attractive packaging that owned products creative industry	0,147	3	0,441
<b>Sub total</b>	<b>0,475</b>		<b>1,425</b>
<b>Total</b>	<b>1,000</b>		<b>3,359</b>

Source: SWOT Processed Results, 2024

Table 3 is the result of identifying external factors in the form of opportunities and threats that affect the development of the culinary sector creative industry in Langsa City. Determination of weights and ranks or ratings based on questionnaires that have been filled out by 34 respondents who are considered experts and have the capacity as decision makers in the development of the culinary sub-sector creative industry in Langsa City.

Based on Table 3, the accumulative value of opportunities is 1.88 and the accumulative value of threats is 1.452. This shows that respondents gave a higher response to the opportunity factor than the threat factor. The total weighted value for external factors is 3.332, which means that in developing the creative industry, Langsa City is trying to take advantage of opportunities to avoid threats.

From Table 4, the merging process in the SWOT matrix obtained several alternative development strategies, namely the S-O strategy, W-O strategy, S-T strategy, and W-T strategy. The strategies obtained are as follows.

1. S-O strategy (strength and opportunities)

Strategies that optimize strengths to take advantage of opportunities include:



- Organizing training on marketing media to increase business owners' knowledge of modern marketing through social media and electronic advertising.
  - Organizing special events for creative industry products in the culinary sub-sector of Langsa City to introduce and market typical Langsa City products, especially during the holiday season in various tourist locations.
2. W-O strategy (weaknesses and opportunities)
- Strategies that minimize weaknesses to take advantage of opportunities, including:
- Organizing training by the government on marketable packaging standards to increase the attractiveness and longevity of culinary sub-sector creative industry products.
  - Provide free media and strategic locations for marketing creative industry products, such as billboards in tourist locations and public roads.

**Table 3.** External factor analysis results

External strategic factors	Weight	Rating	Score
<b>Opportunity</b>			
Potential to increase tourism visits through product marketing through events or folk markets or people's market	0,16	3	0,48
Products that are creatively created have greater appeal because they can be used as souvenirs for tourists visiting Langsa	0,176	4	0,704
Innovation in product marketing media so that it can be known by tourists through several media	0,174	4	0,696
<b>Sub total</b>	<b>0,51</b>		<b>1,88</b>
<b>Threats</b>			
Culinary creative industry players lack innovation in maintaining their culinary creative industry businesses	0,165	3	0,495
The number of creative industries will decrease if a suitable development strategy is not immediately implemented development strategy	0,168	3	0,504
Products are easily copied if there is no legal protection of intellectual property rights because it is not registered	0,151	3	0,453
<b>Sub total</b>	<b>0,484</b>		<b>1,452</b>
<b>Total</b>	<b>1,000</b>		<b>3,332</b>

Source: SWOT Processed Results, 2024

**Table 4.** SWOT Matrix analysis of the internal environment and external environment of the creative industry

<div>Internal</div> <div>External</div>	<b>Strength (S)</b> <ul style="list-style-type: none"> <li>The culinary sub-sector creative industry in Langsa City has many types that have the potential to be developed to increase tourism visits in Langsa</li> <li>The government continue do efforts to develop the creative industry to attract tourists and increase tourism</li> <li>Culinary creative industries that have participated in <i>events</i> to introduce culinary sub-sector creative industry products</li> </ul>	<b>Weaknesses (W)</b> <ul style="list-style-type: none"> <li>Not yet optimal government support in efforts to develop the culinary creative industry in the culinary sector</li> <li>Lack of promotional media so that it is less known to tourists</li> <li>Lack of authenticity and lack of attractive packaging owned by industry products creative culinary products</li> </ul>
	<b>Opportunity (O)</b> <ul style="list-style-type: none"> <li>Potential to increase tourism visits through product marketing through events</li> <li>Products products that are created creatively have greater appeal because they can be used as souvenirs for tourists visiting Langsa City can be used as souvenirs for tourists visiting Langsa City.</li> <li>Innovation in product marketing media so that it can be recognized by tourists through several media</li> </ul>	<b>SO strategy</b> <ul style="list-style-type: none"> <li>Organize training on media marketing (S1,O3)</li> <li>Organizing a special event for creative industry products in the culinary sub-sector of Langsa City to introduce and market industry products while increasing tourist visits (S2, S3, O1, O2)</li> </ul>
	<b>Threat (T)</b> <ul style="list-style-type: none"> <li>Culinary creative industry players lack innovation in maintaining their culinary creative industry businesses.</li> <li>The number of creative industries will decrease if a suitable development strategy is not immediately carried out.</li> <li>Products are easily copied if there is no legal protection for intellectual property rights because they are not registered.</li> </ul>	<b>WT strategy</b> <ul style="list-style-type: none"> <li>Building a special place culinary sub-sector creative industries in tourist sites (W1,W2,T2)</li> </ul>

### 3. S-T strategy (strength and threats)

Strategies that use strengths to overcome threats, including:

- Increase the creativity of creative industry business actors in the culinary sub-sector with innovations in flavor variants, quantity, and quality.
- Organizing regular specialized training on IPR registration procedures to protect products from imitation.

### 4. W-T strategy (weaknesses and threats)

Strategies that minimize weaknesses to avoid threats include:

- Building a special place for the creative industry in the culinary sub-sector at tourist sites in Langsa City to increase product sales and attract tourists.

## 4.2. Discussion

Based on the results of the study, the development of creative industries in the culinary sub-sector holds significant potential to boost tourism. Culinary products that are widely recognized and appreciated by tourists can enhance the attractiveness of a destination, thereby increasing tourist visits. Unlike previous studies that have primarily focused on the management of tourist attractions, this study emphasizes the challenges faced in developing the culinary sub-sector of the creative industry. One of the main obstacles identified is the lack of innovation among industry players.

These challenges include issues related to packaging, marketing strategies, flavor innovation, and product promotion. Such limitations often stem from a lack of knowledge and insight among business actors, making it difficult for them to sustain and grow their enterprises. To address this issue, targeted training programs are essential to enhance the creativity and competence of culinary business players, particularly in the areas of marketing and product innovation (Pratomo, et al., 2025)

Several previous studies (e.g., Lita et al., 2018) have highlighted the importance of structured training in improving the quality of human resources in the creative industry. These programs should be systematically implemented to ensure the effectiveness and sustainability of development efforts. Furthermore, government involvement is crucial—not only in facilitating these training programs but also in actively monitoring and supporting the implementation of development strategies in the culinary sub-sector.

The strategic priorities identified to strengthen the culinary creative industry and promote tourism in Langsa City are as follows: (1) Organizing special events to

showcase and promote culinary creative industry products that reflect the unique characteristics of Langsa City; (2) Enhancing the creativity of business actors in the culinary sub-sector through innovation and capacity building; (3) Providing free media access and strategic locations facilitated by the government to support product visibility and accessibility; (4) Conducting government-led training on packaging standards to improve the marketability of products; (5) Establishing dedicated spaces for culinary creative industry activities at key tourist locations across Langsa City; (6) Offering training on the use of effective marketing media and digital platforms; (7) Providing regular specialized training on the procedures for intellectual property rights (IPR) registration to protect and promote local culinary innovations.

## 5. Conclusion

The culinary sub-sector of the creative industry in Langsa City holds significant potential to support tourism development through broader marketing efforts targeting both local and non-local communities. This potential can be harnessed to attract tourists and encourage repeat visits.

The highest-priority strategy identified is the organization of special events to showcase culinary creative industry products. These events should be strategically scheduled during peak tourist seasons and held at popular destinations to effectively introduce and promote the city's distinctive culinary offerings to a wider audience. The ultimate objective is to increase tourist interest in returning, purchasing local products, and enjoying vacation experiences simultaneously.

Overall, the development of the culinary creative industry in the region is supported by strong internal and external conditions. This indicates that the sector possesses both the strengths and opportunities necessary to become a key driver of tourism growth.

## Disclosure statement

The authors declare that there are no conflicts of interest regarding this publication.

## ORCID

Puti Andiny  <https://orcid.org/0000-0003-1001-5006>  
Safuridar  <https://orcid.org/0009-0004-1335-0939>

## References

- Al-Shimari, K. K. J., Hamzh, H. K., & Alktrani, S. H. (2019). Tourism, creative industries and exports sustainability: An international comparative study. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–18.
- Aswadi, K., Mutia, R., Elidar, E., & Mardhani, M. (2018). Gerakan OVOP di Kota Banda Aceh: Identifikasi Potensi Produk Industri Kreatif sebagai Produk Unggulan Gampong. *Jurnal Manajemen Dan Keuangan*, 7(2), 199–207. <https://doi.org/10.33059/jmk.v7i2.916>
- Besra, E. (2012). The Potential of Culinary Tourism in Supporting Tourism in Padang City. *Journal of Accounting and Business Research*, 12(1), 74–101.
- Hasan, A., Nurhasanah, Mardhani, M., & Aswadi, K. (2023). Creative Industries and Regional Economic Growth: Time Series Evidence from Aceh, Indonesia. *Journal of Economics Education and Entrepreneurship*, 4(2), 74–80. <https://doi.org/10.20527/jee.v4i2.8312>
- Hill, T., & Westbrook, R. (1997). SWOT analysis: It's time for a product recall. *Long range planning*, 30(1), 46–52.
- Ilhamuddin, H. M., Rusminah, R., Hilmianti, H., & Ahyar, M. (2018). Strategi Pengembangan Industri Kreatif Sektor Kerajinan Perhiasan Indah Di Kota Mataram. *JMM Unram*, 7(1), 58–69. <https://doi.org/10.29303/jmm.v7i1.402>
- Indah, D.M. (2019). Kearifan Lokal Pada Industri Kerajinan Kain Khas Palembang Di Tuan Kentang Sebagai Daya Tarik Wisata. *Politeknik Negeri Sriwijaya*.
- Kodhyat, H. (1992). *Kamus Pariwisata dan Perhotelan*.
- Mardhani, M., Majid, M. S. A., Jamal, A., & Aswadi, K. (2024). Does Domestic Tourism Stimulate Economic Growth? Evidence from Indonesian Provincial Panel Data. *International Journal of Sustainable Development and Planning*, 19(12), 4891–4896. <https://doi.org/10.18280/ijstdp.191236>
- Mardhani, M., Majid, M. S. A., Jamal, A., & Muhammad, S. (2021). Does International Tourism Promote Economic Growth? Some Evidence From Indonesia. *GeoJournal of Tourism and Geosites*, 37(3), 775–782. <https://doi.org/10.30892/gtg.37306-708>
- Maulana, M. S., Shahfina, P. N. Z., Mardhani, M., Andiny, P., & Safuridar. (2025). The impact of tourism on economic growth in ASEAN-5 countries: Evidence from panel data analysis. *International Review of Economics and Financial Issues*, 1(4), 243–256. <https://doi.org/10.62941/irefi.v1i4.77>
- Mutia, R., Aswadi, K., Amiruddin, A., Hasan, I., & Mardhani, M. (2018). Identifying of Creative Industries through OVOP Movement: An Empirical Evidence from Aceh , Indonesia. *International Conference on Economic and Social Science (ICON-ESS)*. <https://doi.org/http://dx.doi.org/10.4108/eai.17-10-2018.2294212>
- Pratomo, A. Z. M., Juliana, J., Rasida, R., Marlina, R., & Leketey, E. (2025). Decoding non-muslim consumer behavior: The mediating role of brand image in halal kopitiam purchases. *Review of Business and Accounting Research*, 2(2), 91–112. <https://doi.org/10.62941/rbar.v2i2.132>
- Rangkuti, F. (1998). Analisis SWOT teknik membedah kasus bisnis. *Gramedia Pustaka Utama*.

- Sartika, S. H., Mashud, M., Hasan, M., Syam, A., Susilowati, E., Purba, B., ... & Raditya, A. (2022). *Ekonomi Kreatif*. Yayasan Kita Menulis.
- Septiyana, L., Nizaruddin, N., Rahmawati, N. I., Atma, S. R., Putri, A. S., & Astuti, N. (2020). Pemberdayaan Ekonomi Kreatif Masyarakat Melalui Pengolahan Makanan Tradisional Kerupuk Dapros di Desa Gunung Rejo. (2020). *DEDIKASI: Jurnal Pengabdian Masyarakat*, 2(1), 105-117. <https://doi.org/10.32332/d.v2i1.1979>
- Spillane, J. J. (2005). Tourism in developing countries: Neocolonialism or nation builder. *Management and Labour Studies*, 30(1), 7-37.