
Tudung Saji Business Implementation as an Effort to Improve Community Empowerment in Kota Lhokseumawe

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Abstract

This study wants to explore how the implementation of the serving tudung business at Al Amin's creative house and the influence of the serving tudung craft business on community empowerment in Tumpok Teungoh village, Lhokseumawe city. This research is a descriptive qualitative research with data collection methods of observation, interviews and document study. The selection of the research location was carried out through a purposive sampling technique, which is a location for Community Empowerment in Tumpok Teungoh Village, Lhokseumawe City. Data analysts use interactive models, namely: data reduction, data presentation and drawing conclusions. The research results show that the serving hood craft business in Tumpok Teungoh Village has been implemented properly. This can be seen from the number of employees who have been hired, and sales that have been exported outside the city and the number of students who have succeeded in making this serving hood so that they can open their own craft business. This craft business can also help rural communities in terms of economy.

Keywords: Implementation, Business, Cover, Empowerment, Community

Introduction

The Indonesia has abundant natural resource wealth so that Indonesia is known as an agricultural country with the fact that most of the livelihoods of the Indonesian population come from the agricultural and industrial sectors which can improve the people's economy (Apriansyah, 2018; Suhendra, 2016; Suropto, 2021). From the industrial sector, people can take advantage of the wealth of natural resources in Indonesia which can be processed into a handicraft industry. Various types of artisanal handicraft industries in very large numbers, spread in almost every corner of the village in Indonesia. Each of these industries develops according to local environmental and cultural conditions (Sedyastuti, 2018; Wan, 2010).

Aceh is one of the provinces in Indonesia that has abundant natural products, such as mining, oil, gas and forest areas that store a number of natural products such as rattan, teak and pandan leaves, but the human resources are still relatively lacking to process these natural products. Crafts of serving hoods are generally done by mothers and teenage children after doing homework and coming home from school. This craft can add to the economy to help with household needs. Crafts in the Big Indonesian Dictionary come from the word diligent, which means like to work hard work or perseverance that is often done. Craft is a matter of industry, as well as experience with diligence that produces various objects, furniture, ornaments or other objects that are aesthetically pleasing (Aksa et al., 2020; Fadhilah et al., 2020; Febyningtyas et al., 2021).

In the Aceh-Indonesian dictionary, the tudung serving (sange) is a food covering tool that is used during Acehnese traditional ceremonies. The shape used in the manufacture of serving hoods is usually in the form of cones, semicircles and rectangles, the frame material used is iron and the covering for the serving hood uses tile, rosella and organdi fabrics. The size of the serving lid can be made from small to large depending on the buyer's interest. Seeing from the Acehnese culture that cultural objects must be maintained and developed, the people in Tumpok Teungoh Village, especially women and girls, are trying to develop these cultural objects to prevent them from becoming extinct, in addition to increasing the household economy.

Development activity This with do training For add typical new shapes and motifs. because serving cap order Already start reduce Because replaced with more modern form. Then the serving lid is made only fulfil orders certain just. Mothers and teenagers from in the village stack Teungoh still do activity making a serving lid so as not to extinct and appropriate with the Aceh qanun that use of a serving lid this .

Serving hood, also known as closing food or closing dish , have become part important from our modern life in the kitchen No except for the people of Aceh. Along With the times, the serving hood business has also experienced significant changes and developments. In ancient times, serving hoods made of from banana leaf, leaf coconut, or matting leaves other . Then at the start 20th century began appeared serving hood made from metals, such as aluminum and stainless steel, are preferable durable and easy cleaned.

In the 1950, with the more its popular House modern and stylish stairs increasingly life busy , serving hood plastic become popular. Plastic own excess light , cheap, and easy cleaned , as well can colored in various choice color and design. Along with development technology and material innovation , serving hoods also experience change. Now available various type the type of serving lid made from ingredients quality high, like glass porcelain, wood, and ceramics .

Besides That's why the serving hood design is getting better varies, start from simple design to colorful and have unique shape. Along with development digital technology, now there are also many serving hood manufacturers who sell the product online through websites or e-commerce platforms. kindly Overall, development cover business follow time and style life society. From the beginning simple and made from material naturally, now become more modern, functional, and aesthetic with various materials and designs.

Literature Review

According to (Permatasari, 2020; Sururi, 2017) that implementation is a way to implement policies into policy actions from politics to administration. Policy development in the form of improving a program. While (Kasmel & Andersen, 2011; Laverack & Wallerstein, 2001) that implementation is the development of activities that align the process of interaction between goals and actions to achieve them and requires a network of implementers, an effective bureaucracy.

Implementation is a dynamic process whose application involves efforts to find what will and can be done. The success or failure of a policy is basically determined at the level of its implementation. It is often found that even a good policy planning process does not guarantee success in implementation, in essence it is also an effort to understand what should happen after a process is carried out.

Implementation involves the efforts of policy makers to influence what Lipsky calls street level bureaucrats to provide services or regulate the behavior of the target group. For simple policies, implementation only involves one body that functions as implementer, for example the school committee's policy to change teacher teaching methods in class (Jarraud & Steiner, 2012; Nguyen, 2019). On the other hand, for macro policies, for example rural poverty reduction policies, implementation efforts will involve various institutions, such as district, sub-district, and village government bureaucracies.

In the context of general discussion, business (business) is inseparable from the activities of producing, buying, selling, or exchanging goods and services involving people or companies. Activities in business generally have the goal of generating profits for survival and collecting enough funds for the implementation of the activities of the businessman himself. In economics, a business is an organization that sells goods or services to consumers or other businesses, for a profit. Historically the word business came from English business, from the word busy which means "busy" in the context of individuals, communities or society. In a sense, busy doing activities and work that brings profit. Or business in a broad sense is all activities by the community of suppliers of goods and services.

In a capitalist economy, where most businesses are privately owned, businesses are formed to earn profits and increase the wealth of their owners. The owners and operators of a business are rewarded according to the time, effort or capital they provide. However, not all businesses pursue profits like this, for example cooperative businesses that aim to improve the welfare of all its members or government institutions that aim to improve people's welfare. This business model contrasts with a socialistic system, where large businesses are mostly owned by the government, the general public, or unions.

In simple terms, business is all activities carried out by one or more people who are organized in order to make a profit through the provision of products needed by the community.

Community empowerment

Community empowerment is a concept of economic development that encapsulates social values. This concept reflects a new paradigm of development that is "people-centered, participatory, empowering, and sustainable" (Habib, 2021; Syafrini, 2016). Community empowerment is (Melo & Alves, 2019) "an effort to prepare the community along with steps to strengthen community institutions so that they are able to realize progress, independence and prosperity in an atmosphere of sustainable social justice". Says that community empowerment is a process within the framework of efforts to strengthen what is commonly called community self-reliance or independence. In this process the community is accompanied to make an analysis of the problems they are facing, assisted to find alternative solutions to these problems,

Etymologically, the word village comes from Sanskrit, *deca* which means homeland, homeland or birthplace. From a geographical perspective, a village or village is defined as "a group of houses or shops in a country area, smaller than a town". The village is a legal community unit that has the authority to manage its own household based on the rights of origin and customs that are recognized in the National Government and are in the Regency area.

Monnereau & Abraham (2013) states that the village can also be said to be a result of a combination of the activities of a group of people and their environment. The result of this combination is a form or appearance on the face of the earth caused by physiographic, social, economic, political and cultural elements that interact with each other between elements and also in relation to regions. The village in a general sense can also be said to be a human settlement that is located outside the city and its inhabitants make a living by farming or cultivating crops (Conradie, 2020).

Empowerment public is A draft development summarizing economy values social. Draft This reflect paradigm new development that is characteristic "*people-centered, participatory, empowering, and sustainable*" (Setiawan, 2012:349). Empowerment society (Sumaryadi, 2005:11) is an "effort prepare public along with step strengthen institutional society for them capable realize progress, independence, and prosperity in atmosphere justice sustainable society". (Abu Huraerah, 2008:87) said that empowerment public is an internal process frame business strengthen what is common called *community self-reliance* or independence. In this process public accompanied For make analysis problem encountered, help For find alternative solution problem the, as well shown leverage strategy various capabilities.

kindly Village etymology\ originate from Language Sanskrit, *deca* which means homeland, land origin, or land birth. From perspective geographic, Village or village is defined as "*a group of houses or shops in a country area, smaller than a town*". Village is unity public law that has authority for look after House the stairs Alone based on right origins and customs recognized customs in National Government and are in the District Region.

Arsad (2019) states village too said as something results combination between activity bunch man with environment. Result of combination That is something exists or upfront appearance earth created by the elements physiographical, social, economic, political and cultural are interrelated interact between elements as well as within relationship with areas. N. Daldjoeni (2011:4) Village in a general sense too said as settlement man who is outside city and people eyed livelihood with farming or match plant .

According to Hanifa Harsono in Sondakh, Kimbal and Kairupan, (2014) that implementation is something method For carry out policy become action policy from political to in administration . Development policy in form improvement a programme. Temporary Saepulloh and Adeyadi, (2019) that implementation is development mutual activity align the interaction process between goals and actions For achieve it as well as need network implementing, effective bureaucracy.

Implementation is a dynamic process of application involve efforts For look for what will and can done. Succeed nope something policy basically determined at the level its implementation. Often found that planning process good policy though not confirmed ensure success in implementation is essentially also an effort understanding what should happen after a process is performed .

Implementation involve effort from *policy makers* For affect what is by *lipsky* called *street level bureaucrats* For give service or arrange behavior group target (*target group*). For simple policy, implementation only involve one functioning body as an implementer, for example policy committee school For change method teacher teaching in class. On the contrary For policy macro, for example policy subtraction poverty rural , then efforts implementation will involve various institutions, like bureaucracy district, sub-district, and government village.

In context talks general, business (*business*) is not regardless from activity production, buying, selling, and exchange goods and services involving people or company. Activity in Businesses in general have a purpose produce profit For continuity life as well as gather enough funds for implementation activity si perpetrator *the* businessman alone. In knowledge economy, business is something selling organization goodsor service to consumer or business other, for get profit. kindly business word history from Language English business, from the word busy which means "busy" in context individual, community, or society. In meaning, busy do activities and jobs that bring profit. Or business in a broad sense is all activity by the community supplier goods and services.

In economy capitalist, where most business owned by parties private, business formed For earn profit and increase prosperity of the owners. Owner and operator of A business get reward in accordance with time, effort , or their capital give. However No all business chase profit like this, for example business purposeful cooperative increase well-being all its members or institution purposeful government increase people's welfare. business models like This contrast with system socialistic, where business big most owned by the government , society general , or union worker .

kindly simple , business is all activities carried out somebody or more organized in look for profit through provision products needed by society. Cover business or as it is also known as closed pan or closing pan is one. product that has used society for a long time. At first , close pan made of from material wood or metal and used For close pan or wok moment cooking. However, along with development technology and change style life, materials and design closed pan changed.

In the 19th century , closed pan start produced in a manner bulk with material metal, like copper, zinc , and aluminum . This make closed pan become more durable and efficient in withhold heat and steam . Besides it, at the moment it also started appear design closed more pot varied and available a number of size For adapt size different pan. In the 1940's, closed pan start produced with material plastic, which makes it become more light and easy used . This make closed pan become more popular among House stairs. In 1950 , closed pan Keep going developed and designed with more shape Ergonomic and equipped with more grip Good For make it easy usage .

In 1970 , it closed pot that can customized with size different pan start produced. This make closed pan more practical and more efficient in its use . Besides it , at the moment it also started appear closed pan with non- stick technology For avoid exists stain on lid pan.

In a number of year Lastly, design and materials closed pan Keep going growing and growing sophisticated. A number of manufacturers also have make closed pan with friendly material environment, like bamboo or wood . Besides that , there is also a lid pan with more technology sophisticated, like closed pan with a temperature sensor or who can connected with application on smartphones. kindly Overall, development cover business or closed pan has experience Lots change in material and design along with development technology and style life society. Although has Lots change , however function as closing pan still same , ie For make it easy cooking and preserving food still warm in pan.

Methods

This study was conducted at the Tumpok Teungoh Gampong Saji Business in Banda Sakti District, Lhokseumawe City. The qualitative research method is a research method based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, sampling of data sources is carried out purposively and snowball, collection techniques by triangulation (combined) , data analysis is inductive/qualitative in nature, and the results of qualitative research emphasize meaning rather than generalization. In this study, the method used is the qualitative research method.

Qualitative methods are used to research on natural object conditions, where the researcher is the key instrument. Qualitative research is research that is descriptive in nature and tends to use analysis (Hitchings & Latham, 2021; Huberman, 1994; Stake, 2005). Process and meaning (subject perspective) are highlighted in qualitative research. Qualitative research examines perspectives with interactive and flexible strategies. Qualitative research is aimed at social phenomena from the participant's point of view. The type of research used by researchers is a type of field research (Field Research). Field research is carried out at locations that have been chosen by researchers, as a place to investigate objective phenomena that occur at that location and is also carried out for scientific reports (Lexy J. Moleong, 2019; Moleong, 2019).

Results and Discussion

Al History of Business Development House Al-Amin 's creation

Cover or as it is also known with name closing food is thing used For cover food to stay clean and awake freshness . Development history cover business no can confirmed in a manner sure , however can concluded that use of a serving lid has There is since ancient times. In ancient times , people often use banana leaf , leaf coconut , and ingredients experience other For cover food . However , along with time , materials experience the replaced with more ingredients practical and easy used like paper wax , parchment paper, and plastic .

At first , serving hood only used by industry food and drink , eg restaurants and cafes. However , along with increasing awareness society is important guard cleanliness and freshness food , the use of a serving lid the more extends . In the 1960, industrial plastic develop speed and materials plastic become material main in hood making. Moment this , serving hood available in various type material like paper, plastic , and materials other more friendly environment. Cover industry become the more developing and innovative, with appearance various attractive design and color. Use of a serving lid No Again limited to industry food and drink, but also for home use ladder for guard food stored in the refrigerator or above table eat.

In a number of year last, with the more increasing awareness about danger plastic for environment, the use of a serving lid friendly environment the more popular. A number of company even start manufactures serving lids made of from ingredients experience like paper cycle repeat and cotton. Kindly whole, history development cover business experience Lots change and innovation along with developments and demands society will product more practical, effective, and friendly environment .

House Al Amin's creation stands since in 2012 which was founded by Ms. Rostina. Food cover business. This pioneered start since 2012 with knowledge or ability sober and without exists training special . this venture started with personal capital of IDR 5,000,000.00 used For buy tools and materials raw For making serving hood craft the . After he pioneer cover business such , it turns out Lots the fans. Cover craft business. This Already Lots even known by the people of Aceh until public outside Aceh with proven cover marketing that already until go out area. Cover crafts this is in market at the center shopping in Lhokseumawe City and even Already go out area. Cover craft business this is also often promoted on social media and already Once took part in the festival held in Banda Aceh and won 2nd place. From p the Now he own employee as many as 12 people inside matter making business serving hood crafts that have been run until now

Implementation Veil Cover Business in the Village stack Teungoh

Implementation is actions taken by authorized and interested parties, either government nor private purpose For realize goals as well as goals that have been set. Implementation related with various action taken For implementing and realizing the program that has been designed to achieve it objective from existing programs planned, because basically every set plan own objective or desired target achieved.

In implementation business serving hood craft need capital, tools and materials For support the manufacturing process serving hood craft the. Without there is capital business the will not run with well , because in Businesses really need capital its implementation. Tools and materials used For make something very decisive product quality results the product , so election tools and materials must as good Possible For can have mark sell high. Tools and materials used in hood making preferably quality. As for the tools used For support in hood making is scissors , needle sew hand, needle pen, pencil , chalk sewing and tools closing day moment sew . Whereas material used in making serving hood craft that is iron, rosella cloth, cloth organdy, cloth tille, lace, yarn sewing and beading.



Picture. 1. Activities Interview with the Lhokseumawe City Industry Service

According to results interview with Ms Rostina as owner business serving hood crafts in the Village stack Teungoh , he say that :

“The serving hood business This pioneered start since 2012 with knowledge or ability sober and without exists training special . this venture started with personal capital of IDR 5,000,000.00 used For buy tools and materials raw For making serving hood craft the . Then he also said the benefits you can get from business serving hood craft it is very big and can fulfil his needs everyday ” (Interview , November 4 , 2022).

Next , interview with the Department of Industry, Trade and Cooperatives of Lhokseumawe City with Mr. Rusli as construction and development industry Work he say as following :

“Lhokseumawe City Trade and Cooperative Industry Office This No There is provide venture capital to cover business such , we just give coaching course and help in form training so you can increase quality product business the . Besides That if want to look after permission business , selling product business go out area , and directing to the KP2T Service , we are from the Lhokseumawe City Trade and Cooperative Industry Office help For direct . (Interview , November 23 , 2022)”.

Next , according to results interview with Mr. H. Hermansyah , S.Ag as geuchik in the Village stack Teungoh , he say that :

“Business hood serving at home Al-Amin's creations in the village stack look This I think it's been implemented with fine , me as geuchik in the village This always provide support to businesses _ craft the especially those in the village stack look this . Because little many they has help economy the people in the village This with exists business craft the . From the information I have hear business serving hood craft This Already Lots marketed nearby _ city lhokseumawe and already known in various _ area and outside Aceh because they Already succeed promote product they until to outside area .” (interview , December 28 , 2022).

Marketing is activities and processes of creating , communicating , delivering , and exchanging worth offer _ for customers , clients , partners and society general . marketing started with fulfillment need later humans _ grow become desire human .

From the results interview with Ms Rostina as owner House Al Amin's creations regarding serving hood marketing , he say as following :

“The serving hood business This move in field production and distribution . Price given to consumers are very affordable depends how much difficult in matter hood making the in accordance with what consumers want. Cover price This started from small level with range price IDR 150,000, size medium IDR 250,000, and the biggest IDR 500,000. House Al Amin 's creation sell cover product the with method offer it and sell it direct to consumer such as in markets and centres shopping . Besides we also market serving hoods through exhibition work craft , and promote it through social media like instagram , facebook, and youtube To use introduce our serving lid products and make Power pull for public For can buy cover product from us. Thank God, blessing our business is a serving lid business it's very developed where we've been succeed market it until leaving Aceh. (Interview , November 4 , 2022)”.

Influence Food Cover Business To Community Economic Empowerment

A serving hood business managed at home Al Amin's creation Village stack Teungoh was very influential to economy village Where in matter cover business This There is involve public especially less society capable For can help economy them . In business This public given training for free for can follow training in hood making.

this venture certainly very influential big to women and girls in the village This especially those who don't attend school and not finish school. They Can follow training craft cover business this. So from that , they are very helpful with business This For get income Because with exists business craft This they can income For continue economy them . Moment This I Already employ about 12 employees fixed and tens child teach already make business they Alone from training hood making this (Interview Roslina, 2022).

Table 1. The following is a data table for the types of serving hood craft business products and prices

No	Lid type	Size	Price
1	Small serving hood	50cmx40cm	IDR. 100,000 to IDR. 150,000
2	Medium sized serving hood	60cmx70cm	IDR. 350,000
3	Large serving hood	90cmx100cm	IDR. 500,000

Source: Al Amin's Creative House

House Al Amin 's creation of course really very useful especially for the ladies like moms House stairs , moreover craft it is very profitable public village. ladies Can get income addition For cost life daily , and for status mothers Widow For get income especially they not enough in formal education with make a serving hood. I hope too business This For still Keep going implemented and developed in the future Can continued by generations young in the village this . Besides it , with exists Training The Veil Skill in the Village stack Teungoh has give influence big for economy the people in the village the.

In matter marketing , Department of Industry, Trade and Cooperatives of Lhokseumawe City help in matter promotion cover product the with method bring cover product the to exhibition held in Banda Aceh. Besides That if House Al Amin 's creations want to making product brands , we are from the Lhokseumawe City Trade and Cooperative Industry Office help with method recommend that you can relieve bit on the part administration .

Conclusion

Based on the results of the discussion and research above, it can be concluded that the serving hood craft business in Tumpok Teungoh Village has been implemented properly. This can be seen from the number of employees who have been hired, and sales that have been exported outside the city and the number of students who have succeeded in making this serving hood so that they can open their own craft business. This craft business can also help rural communities in terms of economy. The serving hood craft business in Tumpok Teungoh Village is very influential on empowering the people in the village, with the serving hood business it can also be a job opportunity for the village community and improve the economy for the village community.

Suggestion

From the conclusions above, the writer can provide suggestions as input for the serving hood craft business in Tumpok Teungoh Village, It is hoped that the local government can provide support and financial assistance in training activities for the serving hood craft business in Tumpok Teungoh Village because it is known that this training has been widely known by the outside community and many outsiders have attended training in the serving hood business and it is hoped that the government can help improve training activities for the serving hood business by providing the facilities and infrastructure needed for training. And the government can help promote the craft of serving hoods made by mothers so that they can increase the serving lid business. It is hoped that the village community will participate more actively and take part in training on making serving hoods. As well as being serious in participating in training so that the knowledge that has been obtained can be developed and realized properly.

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