

## The existence of local products (production/processing) in special economic area of Mandalika Lombok

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### ARTICLE INFO

#### Article history:

Received Feb 8, 2024

Revised Feb 18, 2024

Accepted Feb 25, 2024

#### Keywords:

Local Products

MSMEs

Tourist Destinations

### ABSTRACT

The purpose of this study is to dig deeply by doing identification of various local products; develop local product development strategies; and explain the advantages and disadvantages of local products in the Mandalika Special Economic Zone. The research was conducted qualitatively, data were obtained from: literature study; field data, through: in-depth interview (indeptinterview), observation, and documentation. The results of the study: 1) Local products in the Mandalika Special Economic Zone are identified, among others: goods/production products, namely culinary, processing products, such as shrimp paste and chips. 2) Local product development strategy in Mandalika Special Economic Zone: promoting through print and online media, developing products that have appeal, cooperation with stakeholders, provide adequate facilities and infrastructure, local product development (goods/processing) can implement the marketing strategy. 3) Advantages: have a positive impact on the economic conditions of the community/SMEs; the price is relatively affordable for consumer; the existence of district government regulations, village regulations, local regulations (awiq-awiq). Weaknesses: visitors in the Mandalika Special Economic Zone who rame not every time/day; the raw materials are limited; poor business management; promotion/marketing of local products is still lacking; business capital is relatively small; and lack of counseling and field guidance by relevant agencies.

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## 1. INTRODUCTION

As a result of technological changes, there are changes in socio-cultural aspects. Similarly, people's perception of food and beverages has also shifted. Eating and drinking are no longer energy, nutrition for living and working, but also as a lifestyle. In its development, modern factory products replaced the use of local products. Not only food, other local products as well. Currently, local products are increasingly replaced by manufactured products that produce a lot, taste, cheap, durable and easy to process. While local products are considered non-standard, expensive, unattractive packaging and not easy to obtain. On the other hand, consumers' expectations to consume local products are actually quite high. (Example: Ash Man -Witzel Et al., 2021; Jungles et al., 2021; Van Huy et al.,

2019; Yang et al., 2021; Szegedyné Fricz, 2020) advises farmers market operators as local market providers to better understand consumer expectations, attitudes and habits. From the aspect of the regional economy, local products also make a real contribution to regional economic excellence. So that local products need to be increased innovation (Szegedyné Fricz Et al., 2020 and Winarso et al., 2020).

The existence of local products is very important, because it is related to the local economy. Only with the development of local products can the local economy also develop. The development of local products not only provides economic, but also environmental, social and cultural benefits. By definition, local products are the use of original raw and locally produced products, processed in a typical manner and a particular technology. Talking about local products will be interrelated with PEL (Local Economic Development), and MSMEs as producers of local products. The role of MSMEs in PEL for the nation is significant and recognized. Thus, local economic development must synergize between strengthening the capacity of MSMEs and expanding the marketing of local products. Efforts to develop these three instruments are more ideally carried out in the tourism sector. (Gonda and such., 2021; Gonda et al., 2021; Ayandibu & Houghton, 2017).

In tourist areas, local products need to be made to contribute greatly. Local products are cultural heritage that can be sold at the destination. With the existence of local products, it becomes a way to develop tourism and increase employment. (Gonda et al., 2021) According to Ramakumba et al (2012), employment and poverty alleviation in achieving PEL goals are very appropriate to be developed in the tourism sector (Ramakumba et al., 2012) . On the other hand, sources of income and poverty alleviation are emphasized on MSMEs. Thus, the development of MSMEs in the tourism sector as an important step to improve the local economy and alleviate poverty (Jili et al., 2017).

PEL is the business of everyone, government, businessmen and locals. Local economic development strategies (PEL) are increasingly recommended as alternatives or complements to traditional development strategies (Meyer, 2014) (Rodríguez-Pose & Palavicini-Corona, 2013) . Local Economic Development (PEL) as a driver of innovation, employment and growth presents great opportunities (Bilattey Bimi, 2020). Thus, there needs to be government efforts to provide space for local products to develop. One of those spaces is access to sales of local products in tourist areas.

Several studies related to local products and tourism have previously been carried out, including: tourism and local experience, tourism and local culture, local food and (Bilattey Bimi, 2020) (Bagus et al., 2020) tourism there have not been many studies that identify how much local products contribute in tourist areas and what obstacles local products face to be able to compete in tourist areas (Barska & Wojciechowska-Solis, 2020);

Usually, consumers assume positiveness towards local products. Local foods are growing in popularity, considered healthier, unprocessed, and contain fewer preservative compounds, while also requiring fewer natural resources, leading to a lower environmental footprint. So selling local products with existing branding is no longer considered difficult, just the right communication strategy is needed (Barska & Wojciechowska-Solis, 2020) (Azizah, et al., 2020) . In helping to expand market networks, the internet and social media are the right instruments (Zahara, et al., 2020). Local products need to be innovated to increase competitiveness. Local product innovation has a significant effect on competitive advantage, the better the local product innovation, the higher the competitive advantage (Winarso, et al., 2020).

## 2. RESEARCH METHOD

The research was conducted with qualitative and quantitative approaches. The data obtained in this study consisted of: 1) literature study, which explores texts related to research. Prioritized texts are sourced from national and international scientific journals. 2) field data, through: in-depth interviews, observation and documentation. The informants interviewed in this study consisted of: SMEs and community leaders around the Pantai Cemara Lembar area, related agencies, and academics in tourism.

Data were obtained from interviews related to existing programs, program preparation and other efforts. Researchers will examine further the development of Special Economic Zones through the empowerment of local products that have been running or prepared. From the results of these

field studies, researchers try to combine with relevant literature studies, especially related to the development of local products in Special Economic Zones to determine economic development strategies through local products in the future.

### 3. RESULTS AND DISCUSSIONS

#### **Mandalika Specific Economic Area (KEK)**

With the existence of the Mandalika Special Economic Zone, it will be able to encourage the regional economy of West Nusa Tenggara (NTB) province in general. and Central Lombok district area in particular. The designation of the Mandalika area as a Special Economic Zone (SEZ) will not only accelerate economic development in the region, but also on a wider national scale. Indeed, the presence of the Mandalika SEZ will strengthen the economy whose focus is on the tourism sector by having an impact on the economy in other sectors.

According to Ardana, et al (2020), the Mandalika Special Economic Zone (SEZ) or currently known as Madalika Resort is destined to become the jewel of Lombok. The area provides stunning natural conditions with crystal beaches, varied areas and perfect weather all year round, with sea access and community welcome rooted in the history and culture of the island of Lombok. This is in line with the opinion of the Ministry of Tourism and Creative Economy of the Republic of Indonesia (2021) through its official website, that the Mandalika SEZ has long been a target destination for local and foreign tourists. By offering a beautiful beach panorama surrounded by beautiful hills, namely Seger Hill near Seger Beach, Merese Hill adjacent to Tanjung Aan Beach, and Tunak Hill which is located not far from the Mandalika Circuit. The natural charm of Mandalika is even more beautiful when enjoyed from a height.

The Mandalika Special Economic Zone (SEZ) has enormous tourism potential. This area was proclaimed by the government as one of the prima donnas of corridor V, MP3EI. Tourism facilities that will be built and developed include high end low density hotels, villas, apartments, residential. Also equipped with 18 holes golf course, leisure / recreation facilities, medical / wellness center, training center, art village, marina and so on. The construction and development of the Mandalika SEZ will also apply the concept of eco green and event based destination. With the concept of eco green, tourism facilities to be built must be of eco green standard so that it will increase the selling value of the area. While the event-based destination kosenp will highlight the provision of international standard non-accommodation tourism facilities that will be a tourist attraction while enjoying the beauty of the Mandalika Lombok tourism area (Lomboknews.com, 2015)

The Mandalika Special Economic Zone (SEZ) has a large enough land to be developed into a tourism zone. According to data from PT. ITDC, Mandalika Special Economic Zone (SEZ) has a total area of 1,249.4 hectares which is planned to be used for various facilities that support the development of tourism zones.

Of the total land used for open space, the largest is 499.6 hectares or 40 percent of the total land. This is understandable because the ITDC management in the development of the Mandalika Special Economic Zone (SEZ) focuses on tourism. With this wide open space area, foreign tourists and local tourists can enjoy the products provided/offered by the developer of the Mandalika Special Economic Zone (SEZ). Here, the area of other land used for Residential is 269.4 hectares or about 21.6 percent of the land area. In accordance with the purpose of the existence of the Mandalika Special Economic Zone (SEZ) to advance tourism with international standard management. Related to that, preparing a residence is housing that functions as a residence or residential environment equipped with facilities and infrastructure that accommodates the environment. Ideal housing is housing that is not only assessed from the exterior and interior of the building but also must pay attention to its location to the workplace, educational area, shopping area and also easily accessible from the main route. And no less important is that the area is free from flooding and its quality can be accounted for.

#### **The Existence of Local Products in the Mandalika Special Economic Zone**

The existence of local products in the Mandalika Special Economic Zone consists of goods/production and processing products.

### **Product Goods/Production**

Culinary is one of the important elements that will be able to become a complete tourist experience of the host culture at a destination. Culinary is able to tell the entire culture owned by the community in a tourist area so as to enrich the travel experience obtained by tourists. Culinary tourism will also be able to increase the competitiveness of Lombok Island to become a superior destination.

Lombok Island is one of the destinations that is very famous for its local culinary, especially among domestic tourists. Local culinary is very diverse making Lombok very rich in culinary tourism potential that can be used as an attraction to support tourism activities. Some types of local culinary that can be potential in the Mandalika Special Economic Zone are:

#### **Ayam Taliwang**

Taliwang chicken is one of the local foods that are the mainstay of the people of Lombok. Its very distinctive and very delicious taste has been able to show the positioning of Lombok Island as a tourist destination. In general, the chicken taliwang menu consists of three variants, namely grilled, fried or plecingan chicken which is served together with the plecing and beberuk menus. Currently it has also developed into several variants such as sweet and sour, sweet spicy and sweet spicy honey. Ayam taliwang is one of the mainstay local menus offered by culinary businesses in the Mandalika SEZ. Based on interviews, explained that chicken taliwang is one of the most popular menus for tourists. But for foreign tourists, it is common to ask for non-spicy ones. In addition, taliwang chicken is sold using materials that have been slightly modified.

#### **Plecing kale and beberuk**

Plecing kale is one of the traditional menus that can be found in almost all regions in Indonesia, although what distinguishes each region, especially plecing kale typical of Lombok is from the way of processing and taste. The specialty of plecing kangung is from the raw materials that use typical Lombok kale which is known to be crispier and very fresh and seasoning using a mixture of typical Lombok shrimp paste. While beberuk is one of the foods of a type of pickle but with vegetable spices that have a rather spicy taste. The vegetables used are raw eggplant and long beans, or can be created with other vegetables. Plecing kale, kale and beberuk are often served with chicken menu into the same menu package.

#### **Bebalung**

Bebalung is a culinary type of soup that uses the main ingredient of cow tulan giga or can use other bone parts. The spices used are also relatively simple and very easy to get including turmeric, galangal, tamarind, leeks, tomatoes, star fruit, salt and a little flavoring. The seasoning used is not mashed but simply cut and crushed. Besides being able to be a daily menu in the community, bebalung is also one of the special menus served at traditional ceremonies such as weddings (begawe). Bebalung can be enjoyed or used as a side dish for rice because it has similarities with oxtail soup and soto. From the results of the interview, revealed that one of the local or traditional menus that are very popular with tourists is the bebalung menu. This is because the taste is not too sharp and does not use many spices.

#### **Assorted Satay**

Satay culinary is one type of archipelago culinary that is found in almost all regions in Indonesia. However, the ingredients and types of satay in each region are different. Various types of satay also exist on the island of Lombok which until now has been very well known among the public and tourists. Some types of meni satay that are very famous are Sate Rembige, Sate Bulayak and Satay Tanjung. According to the interview results, satay menus are also very popular with tourists, but the menus that were originally very spicy are tailored to the requests of tourists.

#### **Urap-urap**

Urap-urap is one type of food consisting of a mixture of vegetables, fine herbs and grated coconut. This menu is actually part of the archipelago menu, but it has the characteristics and distinctive taste of Sasak cuisine. Especially for typical Lombok anointing, the main vegetables used are turi leaves

mixed with other ingredients such as long beans, soybeans, red beans, bean sprouts and so on. This menu is widely served at buffet activities in hotels and restaurants.

### **Various Culinary of the Archipelago**

In addition to the typical menu of Lombok, some other local culinary potentials are archipelago menus from various regions in Indonesia. Some stalls or restaurants in the Mandalika SEZ also offer other popular culinary such as fried rice, meatballs, soto and also various vegetables. The diversity offered by culinary centers also provides more choices to tourists so that the typical culinary of the archipelago can be exposed in tourism.

In addition to the type of food, the local culinary potential also consists of local snacks and also some drinks. The potential of market snacks or traditional snacks is also very large in adding to the experience of local culinary consumption of tourists. Some types of these snacks are wet snacks such as lupis, tujak, pillow, jackfruit dodol and seaweed, nagasari and klaudan. Meanwhile, dry snacks such as opak-opak, kuetarek, conch cakes and so on. In addition to the variety of culinary that has been very popular, there are also other culinary varieties that are spread in every community environment. It's just that the first step that can be taken against this potential is to introduce types of local culinary gradually starting from culinary that is already popular.

The relationship between food and tourism in a tourist attraction location is very deep. In the world of tourism, where culinary as a local product plays a role in supporting the activities of a tourism and vice versa that tourism can promote culinary products. Culinary is one of the supporting elements that is very important in the success of tourism in a destination. Culinary, especially local culinary, is even able to describe the entire culture of the people in a region. Likewise, in the Mandalika Special Economic Zone, the development of local culinary is an opportunity to encourage the development of this region. Mandalika Special Economic Zone is one of the destinations with local culinary among visitors, especially domestic tourism.

Local culinary with various types of food that can be offered that can be enjoyed in tourist areas and can support to support tourism activities. Culinary is one of the important elements that will be able to become a complete tourist experience of the host culture at a destination. Culinary is able to tell the entire culture owned by the community in a tourist area so as to enrich the travel experience obtained by tourists. Culinary tourism will also be able to increase the competitiveness of Lombok Island to become a leading destination (Suteja and Wahyuningsih: 2019).

The existence of local culinary stalls that serve a variety of culinary menus in the Mandalika Special Economic Zone has had an economic impact. Several types of local culinary in the Mandalika Special Economic Zone, among others: grilled fish, squid, clams and crabs that can order complete with rice, side dishes and delicious chili sauce. Visitors / tourists in the Mandalika Special Economic Zone by enjoying the beauty of tourist objects while enjoying various types of culinary that are not inferior in quality. This condition will certainly have a positive impact on the economic development of the community/SMEs and tourism in the Mandalika Special Economic Zone. In a business activity, including culinary, it does not always face conditions that have advantages, but also weaknesses. The following describes some of the advantages and disadvantages of culinary businesses in the Mandalika Special Economic Zone:

#### 1) Advantage

- a) The number of visitors / tourists in the Mandalika Special Economic Zone is relatively large as consumers who enjoy the delicacies of various types of culinary.
- b) Culinary businesses in this region have the potential to be developed diversely
- c) The price is relatively cheap, can be affordable for consumers visiting the area.
- d) Have a positive impact on the economic condition of the community/SMEs in the region.

#### 2) Weaknesses

- a) Visitors/tourists in the Mandalika Special Economic Zone who come not every time / day, only at certain periods (Saturday and Sunday) or certain events, thus affecting the number of consumers who enjoy the delicacies of various types of culinary.
- b) Raw materials, such as types of fish before cooking / burning are limited in availability and to obtain them some distance namely in East Lombok and even to Sumbawa.

- c) Business management is not good, of course this is inseparable from the level of skills that are still low
- d) Promotion of culinary presence in the Mandalika Special Economic Zone by the manager is still lacking.

a. Production Processing

Now product processing activities are no longer only carried out by men but also women. In the Mandalika Special Economic Zone has a group of women, who started only working as housewives, now start producing product processing. This is done as an effort to help the family economy. The business group has made various processed product processing which includes shrimp paste and chips.

1) Shrimp paste

Lombok's typical roasted shrimp paste is a quality savory paste made from rebon shrimp which is processed naturally, clean, and healthy without preservatives, has been tested for feasibility, health and halal by the BPOM and MUI agencies. This shrimp paste is produced which is a craftsman who produces typical Lombok shrimp paste in the Mandalika Special Economic Zone of Central Lombok district.



Picture 1. Shrimp paste production in Mandalika Special Economic Zone

2) Chips

The production of raw material chip processing is quite easy to obtain and has a fairly good chance of success. The processing process time does not take too long, only an average of a day. Chips are one of the snacks that are popular with people ranging from children to adults. In the Mandalika Special Economic Zone, chip production is one of the processing businesses of the Business Group.



Picture 2. Chip Production in Mandalika Special Economic Zone

Production processing business in the Mandalika Special Economic Zone has advantages and disadvantages, including:

1) Advantage

- a) Utilizing environmental resources with the availability of raw materials
- b) Has the potential to develop, with various coaching efforts carried out showing results that illustrate that small industries are able to be developed further.
- c) Using management with simple managing efforts.

2) Weaknesses

- 1) Business capital is relatively small so it cannot be for development, increasing production and creative or innovation.
- 2) Limited human resource capabilities, skills are still relatively low.
- 3) Prioritizing the production aspect while on the marketing side is less able to access it, especially in market information and market networks.

### **Local Product Development Strategy in Mandalika Special Economic Zone**

The strategy applied in the development of local culinary, shrimp paste and chips products in the Mandalika Special Economic Zone from the results of the analysis above can implement the 4P marketing strategy (Product, Price, Place, Promotion) which is as follows:

a. Product

Product strategies for culinary and processing production (shrimp paste and chips) are carried out by:

- 1) Create variations of its types that have the potential to be liked by visitors/tourist consumers.
- 2) Product packaging is made modern and hygienic to attract consumers and in the packaging mentioned the high protein content of the Mandalika Special Economic Zone.
- 3) Need to be registered with the Central Lombok District Health Agency / Office to obtain the validity of the product legally.

b. Price

The pricing strategy is carried out by setting efficient prices that are in accordance with consumer purchasing power but still provide benefits for SME businesses in the Mandalika Special Economic Zone Price uniformity among SMEs is also possible. From various kinds of goods / production, where the price is adequate in accordance with the form of the product itself.

c. Place

For processing production (shrimp paste and chips) in addition to being marketed around the location of the Mandalika Special Economic Zone, stalls along the tourist route, in addition to the production house of course. So, it will be very easy for consumers to find processed products. Marketing can also be done in local supermarkets / supermarkets or outside the region.

d. Promotion

Promotion can be done with various online buying and selling sites has become a common activity carried out by people today. Prices that are relatively cheap, easy and fast become certain considerations for micro small businesses (SMEs) to market their products, including culinary/food entrepreneurs, shrimp paste and local chips. Besides being done online, another way is to make pamphlets that can be circulated / distributed in various places.

### **Model of Local Product Empowerment in Mandalika Special Economic Zone**

- a. The large potential of natural resources (especially marine and coastal ecosystems) and SMEs as well as the readiness of the community in managing local product commodities in the Mandalika Special Economic Zone are things that need attention from various parties to utilize the existing potential through community empowerment efforts by handling the potential of local products in a good and planned manner. Through community empowerment in tourism development, the community's economy is expected to develop/increase and ultimately be able to prosper the community and SME entrepreneurs in the Mandalika Special Economic Zone.
- b. Based on the results of a limited survey conducted by the Research Team attended by participants from business actors (SMEs), community leaders and youth as well as related agencies, there are several responses and inputs that can be formulated as a community



empowerment program / model for the existence of local products that have an impact on the economy of SMEs and communities in the Mandalika Special Economic Zone.

- c. From the results of interviews with these respondents, it can be described as follows:
- 1) The role of various parties such as Regional Governments (related agencies), Banking Institutions, Universities, NGOs, and stakeholders is needed in terms of business capital assistance, human resource (skills) development and training/counseling on natural resource management, without this commitment the efforts that will be implemented will definitely fail.
  - 2) Important SMEs are needed as a role in driving the community's economy in the development of tourism in the Mandalika Special Economic Zone, therefore it is necessary to form an SME Group.
  - 3) There needs to be a business network/partnership that can facilitate business activities/operations in the context of community empowerment.

#### 4. CONCLUSION

Local products (goods/production) in the Mandalika Special Economic Zone are identified, namely: culinary, shrimp paste and chips. The strategy of developing local products in the Mandalika Special Economic Zone is as follows: promoting through print and online media; developing products that have tourist attraction; make regulations related to preserving environmental ecosystems, such as awiq-awiq; cooperation with stakeholders (community, government, entrepreneurs); provide adequate facilities and infrastructure, such as roads, bridges, clean water, healthy environment; and local product development (goods/processing) can implement the 4P marketing strategy (product, price, place, promotion). Advantages and disadvantages of local products in the Mandalika Special Economic Zone, as follows. Advantage: have a positive impact on the economic condition of the community/SMEs in the region; the price is relatively affordable for consumers visiting the area; the existence of district government regulations (Perda), village regulations (Perdes), local regulations (awiq-awiq) as a reference for community economic activities; SME entrepreneurs in the region; establishment of Business Group in Mandalika Special Economic Zone. Weaknesses; visitors/tourists in the Mandalika Special Economic Zone are rare not every time/day, only at certain periods (Saturday and Sunday) or certain events; the raw materials are limited and to obtain them is quite far away; business management is not good, of course, this is inseparable from the level of ability / HR skills that are still low; promotion/marketing of local products is still lacking; business capital is relatively small so it cannot develop production and creative or innovation; lack of counseling and field coaching by relevant agencies to provide understanding to the community and SME entrepreneurs; and the compilation of a model of empowering local products in the context of tourism development of the Mandalika Special Economic Zone.

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