

## LOCAL WISDOM BASED ON SOUVENIRS TO INCREASE THE INCOME OF PRAMUKA ISLAND COMMUNITY

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### Abstract

This Community Service aims to ensure that training participants know that shells in their place which are considered rubbish can be used to craft souvenirs of economic value, can know the steps in making souvenirs from shells, can practice making souvenir crafts made from shells and their benefits. This training is for souvenirs. Service methods include initial survey, preparation, implementation and evaluation. The evaluation results showed that after the training the participants knew that shells which were considered waste up to now could be used as raw material for souvenirs. 84% of participants answered strongly agree and 16% answered agree. After the training, participants knew the steps for making souvenir crafts from shells. 89% of participants answered strongly agree and 11% answered agree. After the training, participants were able to practice how to make souvenir crafts from seashells. 84% of participants answered strongly agree and 16% answered agree, training in making souvenirs from seashells was very useful for Pramuka Island Souvenirs. 94.7% of participants answered strongly agree and % answered agree.

**Keywords:** Tourism, Souvenirs, Shell, Pramuka Island

## INTRODUCTION

### 1. Analysis of Situation

Pramuka Island is one of the islands of the Thousand Islands group which is located in the Thousand Islands. This island was previously called Elang Island, because there was a large population of bullhead eagles that lived and bred on the island until 1980. Bodol eagles have now become extinct on this island, along with the clearing of Pramuka Island as a residential area. There is no definite record of when the name of this island changed to Pramuka Island. However, the origin of the name Pramuka Island arises from the frequent scouting activities held on this island. This activity took place around the 1950s to the 1970s, before the Cibubur Campground existed, the scouts sent their members to train on this island.

Pramuka Island has a strategic location. This island is located about 45 kilometers north of the city center of Jakarta. This island is bordered to the east by Tidung Island and to the south by Panggang Island. This island has geographical coordinates ranging between 5°46'11"-5°47'24" south latitude and 106°33'42" - 106°34'16" east longitude. Its strategic location has

caused this island to be designated as the central government island. in Seribu Islands. As the center of government, of course this island has adequate facilities and infrastructure, starting from mosques, hospitals, post offices, schools, docks.

Pramuka Island can be reached using sea transportation, by traditional wooden ferries and speed boats. Travel time if using a traditional ferry is 2 hours 30 minutes and if using a fast boat the journey time is 45 minutes from Marina Ancol beach, Jakarta.

Pramuka Island is an inhabited island, because there are several islands in the Thousand Islands without inhabitants. The area of this island is 9 hectares with a population of 1,004 people. The people who live on this island are mixed from several of the largest tribes in Indonesia, that are Bugis, Madurese, Banten and Betawi.

DKI Jakarta's development policy requires the development of the Seribu Islands region, including Pramuka Island, to be directed primarily at (1) Increasing tourism activities (2) Improving the quality of life of fishing communities through increasing mariculture and (3) Utilizing fisheries resources by converging coral reef and mangrove ecosystems. As one of the tourist destination islands, Pramuka Island offers panoramic views of exotic natural beauty, especially the beaches and sea. This island has clusters of clean white sand beaches, clear sea water, making it possible to see a variety of beautiful coral reefs and various species of ornamental fish. This island also provides comfort for those who like water sports such as scuba diving and snorkeling.

Pramuka Island also offers beautiful natural panoramas in the afternoon with a charming sunset atmosphere. The natural beauty and completeness of facilities and infrastructure have made Scout Island one of the favorite tourist destinations in the Thousand Islands.

This island has several potentials to become a favorite tourist destination due to, among other things, (1) Natural Beauty, Pramuka Island is surrounded by natural beauty, including white sandy beaches, clear sea water and extensive mangrove forests. This combination creates a stunning natural landscape and offers opportunities for outdoor activities, such as swimming, snorkeling, diving and walking on the beach, (2) Thousand Islands, Pramuka Island is one of the thousands of islands that make up the Thousand Islands. This region is a paradise for divers, snorkelers and underwater lovers because of its extraordinary marine biodiversity. Healthy coral reefs, diverse marine life and amazing dive sites can be found around this island. (3) Mangrove Ecosystem, Pramuka Island has an important mangrove ecosystem. This mangrove forest not only plays a role in maintaining the sustainability of the marine ecosystem, but also provides a beautiful place to walk, relax, and learn about the importance of nature conservation, (4) Marine National Park: Pramuka Island is part of the Seribu Islands Marine National Park, which makes it a tourist destination that is protected and well maintained. This provides an opportunity for visitors to experience natural beauty without damaging the ecosystem. (5) Cultural and Social Activities, Apart from its natural beauty, Pramuka Island also has potential in terms of cultural and social activities. Tourists can interact with local residents, learn about their culture, and taste traditional Indonesian cuisine. This can be a valuable experience for tourists who want to understand more deeply about local life, (6) Accessibility, Pramuka Island is relatively easy to access from Jakarta, the capital of Indonesia. There is a regular ferry service that connects this island with the port in Jakarta, so tourists can reach it easily, (7). Tourist Activities: Pramuka Island offers various tourist activities such as cycling, hiking and sailing.

There are also many accommodations and restaurants suitable for tourists who want to spend more time on this island, and (8) Nature Conservation: Pramuka Island plays an important role in nature conservation efforts in the Thousand Islands. The focus on preserving the ecosystem is attractive to ecotourists who care about environmental conservation.

The attraction of Pramuka Island as an attractive tourist destination with its various advantages as described above is undeniable. One of the shortcomings that was discovered from the initial service mapping was the unavailability of typical souvenirs from this area. Souvenirs or souvenirs have an important role in the tourism industry and tourist destinations (Mierdhani and Dewi, 2023; Widyastuti, et al. 2022; Adriyansah and Hadi, 2022; Putra, 2021; Sumardiana and Trisdyani, 2020).

Souvenirs strengthen tourists' memories and experiences of that location (Yanti, 2020). Souvenirs are a way for tourists to take home memories from their travels. This is a concrete symbol of the experience they have at this tourist destination. Every time they see or use these souvenirs, they will be reminded of their trip, and this can trigger positive nostalgia. Souvenirs function as a means of promotion for tourist destinations (Sidyawati et al. 2021). Souvenirs often have images or branding of a particular tourist destination. When tourists take these souvenirs home and use them elsewhere or give them to friends and family, they are indirectly promoting the tourist destination. This is an effective form of promotion, as other people may become interested in visiting the place after seeing or hearing about it through souvenirs.

Souvenirs can be a source of income for people at tourist locations (Pinem et al. 2021; Hanafi et al. 2020). Souvenir sales can be a significant source of additional income for tourist destinations. This income can be used to maintain and improve facilities and services at the destination, as well as to promote local tourism. Souvenirs Support the progress of Local Industry (Zulkifli et al. 2022). The production and sale of souvenirs often involves local craftsmen and producers. This can support local industry and create jobs in communities around tourist destinations. This can also encourage the use of local ingredients and support the local economy. Considering that souvenirs are an important support for a tourist destination (Prameswari and Fatimah, 2020), there should be souvenirs from tourist destinations, including Pramuka Island.

Souvenirs can become a new business opportunity for MSMEs or housewives on Pramuka Island. This is supported by the abundance of available raw materials and the increasing number of tourist visits over time. Existing MSMEs are currently mostly engaged in the processing and production of salted fish.

On Pramuka Island, there are also many MSME (Micro, Small, and Medium Enterprises) businesses, but many face obstacles in their development. The challenges encountered are generally similar to those experienced by many other MSMEs, including limited capital (Fujianti & Hendratni, 2020; Sinta & Naftali, 2024) and restricted access to financing. Many MSME actors find it difficult to obtain financing because they do not meet the requirements of formal financial institutions, such as banks. This is due to the lack of collateral, poor credit history, or insufficient understanding of available financial products. Business governance (Fujianti et al., 2024a), including management and financial handling, is often inadequate (Yulianto & Setiawan, 2020; Fujianti et al., 2024b; Ompusunggu & Sinurat, 2023). Limited access to formal financial institutions like banks (Fujianti et al., 2020) makes it difficult to

obtain capital loans. Lenders typically require MSMEs to have financial reports or bookkeeping records, but many MSMEs have yet to implement proper bookkeeping (Fujianti et al., 2022), and some have not even separated personal and business finances (Fujianti et al., 2021a). The reasons for not keeping financial records include time constraints (Fujianti et al., 2024c), lack of funds, limited expertise, and low educational background (Fujianti et al., 2023). Moreover, some MSMEs have not prepared cash flow plans (Fujianti et al., 2024d), nor calculated production costs accurately (Fujianti et al., 2021b), resulting in frequent losses and capital shortages.

In accordance with the problems faced by MSMEs on Pramuka Island, the solution proposed in this community service program is training in souvenir production and the introduction of basic business bookkeeping for MSMEs and housewives on Pramuka Island. It is expected that souvenirs can become a new business opportunity for MSMEs and housewives, ultimately increasing household income.

## **2. Partners Problems**

The majority of Pramuka Island residents earn their income from catching fish or working as fishermen (Hidayah, 2022). The head of a household with a fishing profession has to live within limitations because fish catches are greatly influenced by the monsoon (Ikhsan, and Arkham, (2020). On average, Pramuka Island fishermen go to sea only 20 days a month and the rest are unemployed. This condition will certainly affect their limitations. in providing for the family. Housewives only stay at home as housekeepers, there are almost no other side businesses that can be used to increase and help their husbands in providing for the family

On the other hand, Pramuka Island, as a tourist destination with beautiful natural charm, attracts many tourists. This potential can be used as a business opportunity for the community, one of which is making souvenir crafts considering that souvenirs are an important support for a tourist destination (Prameswari and Fatimah, 2020). The partner's problem is that they have not been able to make souvenirs made from local raw materials that are suitable for commercialization. For this reason, the service will provide education on how to make souvenirs made from shells, this material is often found on this island and is even worthless trash.

The aim of this service is for MSMEs and the community as training participants to know that shells found in their area which are considered rubbish can be used to craft souvenirs with economic value. The next goal is for participants to know the steps in making souvenirs from shells and to practice making souvenir crafts made from shells and the usefulness of this training for souvenirs.

The target participants are MSMEs and PKK mothers. The target of MSMEs was chosen because they are already familiar with business, and this souvenir craft could be an alternative business opportunity besides the business that is already running. As we know, MSMEs play an important role in the economic progress of a country, including Indonesia (Fujianti, and Wulanjadni, 2019). MSMEs have a weakness that hinders their progress, that is capital (Fujianti et al. 2020). Developing souvenir crafts as an alternative business opportunity does not require a lot of capital because the raw materials just have to be picked up on the beach, so this is one solution. . Other participants were PKK mothers. The selection of PKK women participants

was based on the fact that they had a lot of time and this souvenir craft could be used as an alternative activity or part-time job which was expected to bring in additional income.

## **IMPLEMENTATION METHOD**

### **1. Initial Survey**

This activity is aimed at collecting relevant information and data before starting a community service program. The purpose of this survey is to gain a better understanding of the situation, problems, needs, and hopes of the community or target group that will be served by the service project.

### **2. Technical Preparation**

Service preparation is an effort to ensure service activities can be carried out effectively, provide maximum benefits for the community served, and reduce risks or obstacles that may arise during implementation.

### **3. Training on making souvenirs based on local raw materials**

Souvenir training provides participants with the skills to make souvenirs based on local raw materials, which can then be used to create goods that can be sold. It can be a source of additional income or even a profitable small business for individuals or their families.

### **4. Evaluation of the implementation.**

Evaluation of the implementation of community service is an important step to measure the success of community service programs. The service evaluation was carried out to find out that service participants knew that seashells could be used as souvenirs, could practice the steps for making souvenirs from seashells, and then also evaluate the participants' abilities in modifying souvenir models made from seashells.

## **RESULTS AND DISCUSSION**

### **1. Initial survey service**

The initial community service survey was carried out a long time ago, before the Covid 19 pandemic, to be precise in August 2019. The initial survey was carried out in the context of submitting a proposal for a community service grant to the Directorate General of Higher Education for the 2020 fiscal year. The initial survey found that Pramuka Island as a tourist destination does not have typical souvenirs as souvenirs for tourists. who will be brought home from a tourist trip. On the one hand, there are so many shells on the beach that can be turned into economically valuable crafts. As a result of this initial survey, the idea arose of how to process seashells, which we call local wisdom, as a craft that could become a tourist souvenir for Pramuka Island.

Shells found on the seashore are one of the natural materials that are often used as craft materials. These shells come in a variety of shapes, colors and textures, depending on the type of shell. Clamshells can be broken shells or what remains after the shellfish meat is taken to eat. Using seashells in crafts can help reduce waste in the environment, because it utilizes shellfish remains that are often thrown away. Based on these conditions, community service is

carried out to produce crafts that can be used as souvenirs based on local raw materials. The main target participants are MSMEs and PKK community members.



**Figure 1. skin shells at the seashore**

## 2. Preparation

Preparations were made by holding a technical coordination meeting before departure with the team and field coordinator on Pramuka Island. Coordination meetings were held on September 8 2023 and September 12 2023. The coordination meetings discussed the technicalities of departure, accommodation, place of service, and the number of participants targeted to attend.

Preparations are also carried out by preparing presentation materials on how to make crafts, practical materials in the form of seashells, glue, paint, brushes, drying tools and picture motifs attached to seashells.



**Figure 2. Souvenir craft materials**



### 3. The implementation

Community service will be held on Friday 15 September 2023. The service team departs from the Pancasila University campus, Jalan Srenseng Sawah Jagakarsa, South Jakarta at 06.00 am by bus to pier 16 Marina Ancol. Next, take a fast boat for 45 minutes and arrive at Pramuka Island at 11.a.m

The dedication event was opened by Mr. Jamaluddin, head of the North Thousand Islands sub-district government section, representing the sub-district head and the Riau Islands city government. Continuing remarks from the Faculty of Economics and Business Prof, Ir. Iha Haryani Hatta., M.M. The welcome address introduced the service team, and explained its aim. The main task of a lecturer is community service.



Figure 3: Service Team and Entourage when leaving campus

The souvenir making training was held for two and a half hours at the Seribu Islands Regent's office. The souvenir making training was attended by 19 participants. 15 of the training participants were MSMEs and the remaining 4 were housewives.



Figure 4. Opening Ceremony of Service Activities and Speeches

The training began by providing an explanation of how to make souvenir crafts. Next, practice making it is carried out. Participants were divided into 5 groups to facilitate monitoring during souvenir making. Each group was given practical materials and began to be guided by each group.



**Figure 5. The practice of making souvenirs**

The participants participated in the training enthusiastically. They had never received similar training before. The participants proudly showed off their works.





**Figure 6. The results of the practice in making souvenirs**

#### **4. Implementation of Evaluation**

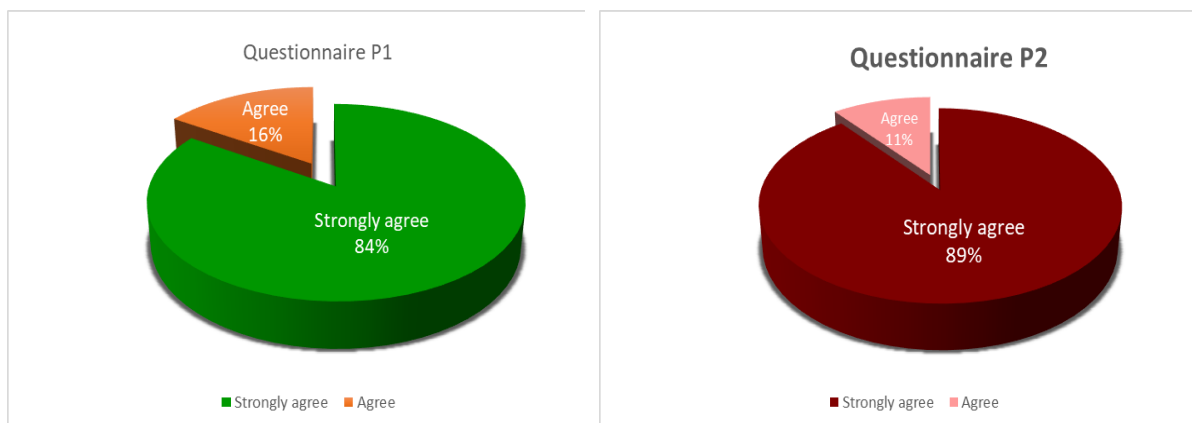
Evaluation of implementation is carried out by providing a questionnaire. The contents of the questionnaire are adjusted to the aim of this service, that the community as training participants know that shells in their place which are considered rubbish can be used for souvenir crafts, participants know the steps in making souvenirs from shells, participants can practice making souvenir crafts from shells. as well as the usefulness of this training for Pramuka Island souvenirs.

The questionnaire must be answered on a Linkert scale, that is, 4 = strongly agree, 3 = agree, 2 = disagree, 1 = disagree. The service evaluation questionnaire can be seen in the following table

**Table 1 Quesionnaire of Community Service Evaluation**

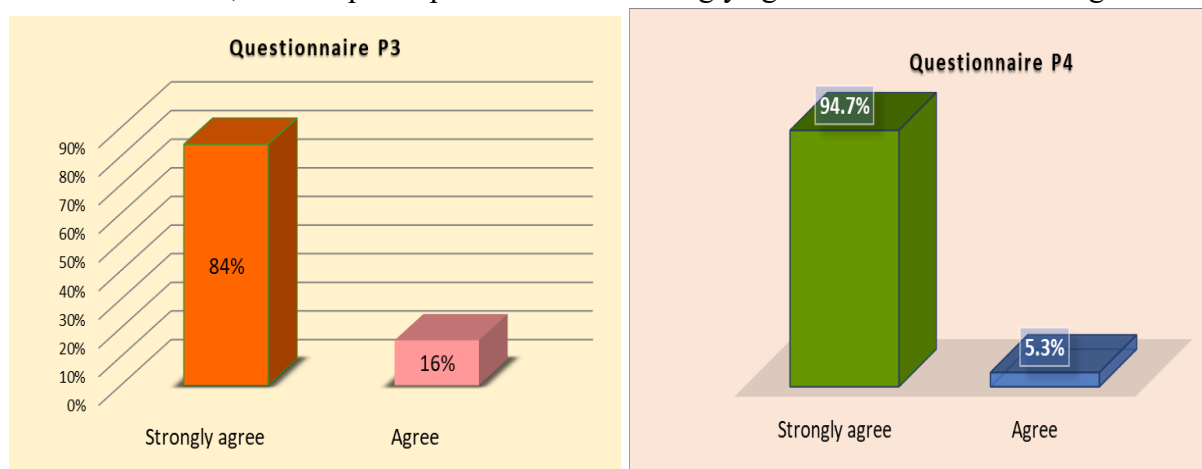
No	Description	Score			
P1	After the training I learned that shells which were considered rubbish could be used to make souvenir crafts	4	3	2	1
P2	After the training I knew the steps for making souvenir crafts from shells	4	3	2	1
P3	After the training I practiced how to make souvenir crafts from shells	4	3	2	1
P4	Community service activities in the form of training in making souvenirs from shells are very useful for Pramuka Island Souvenirs	4	3	2	1

The answers to P1 showed that 84% of respondents answered strongly agree and 16% answered agree. This means that after the training the participants learned that shells which were considered trash up to now could be used as raw material for souvenirs. 84% of participants answered strongly agree and 16% answered agree.



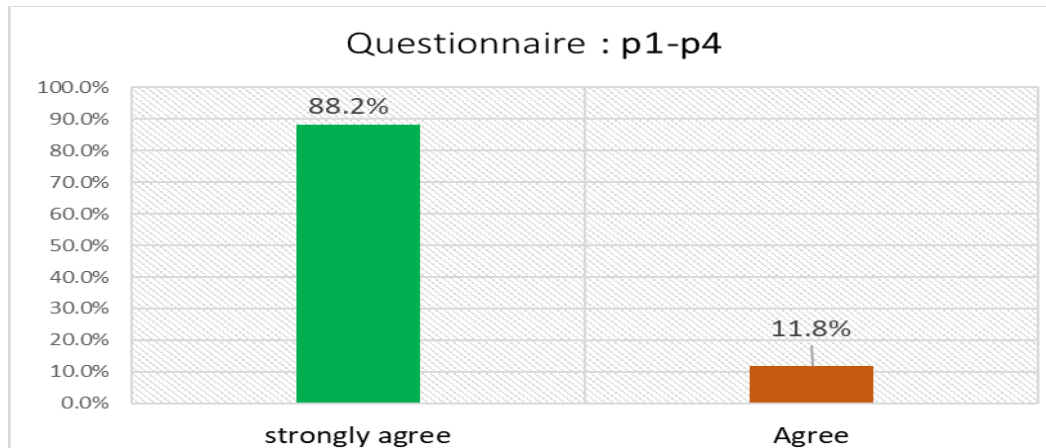
**Figure 7. Evaluation results via questionnaires P1 and P2 implementation of Community Service**

P2's answer showed that 89% of respondents answered strongly agree and 11% answered agree. This means that after the training the participants knew the steps for making souvenir crafts from shells, 89% of participants answered strongly agree and 11% answered agree.



**Figure 8 : Evaluation results via questionnaires P3 and P4 implementation of Community Service**

P3's answer showed that 84% of respondents answered strongly agree and 16% answered agree. This means that after the training participants were able to practice how to make souvenir crafts from shells. 84% of participants answered strongly agree and 16% answered agree. P4's answer showed that 94.7% of respondents answered strongly agree and 5.3% answered agree. This means that service activities in the form of training in making souvenirs from shells are very useful for Pramuka Island Souvenirs. 94.7% of participants answered strongly agree and 5.3% answered agree. Overall, participants answered all questionnaires P1-P4, 88.2% answered strongly agree and 11.8% answered agree



**Figure 9. Conclusion of the Evaluation Results from Questionnaires P1–P4**

The content of Research/Community Service is in the form of achievements from Research/community service activities that have been carried out. The results of research/service can be in the form of tables, graphs or images and accompanied by a discussion of the results of the discussion of community service activities.

The content of tables, graphs and figures is in the form of new information based on data and documentation of research/community service activities and the author is required to explain the contents of the tables, graphs and figures.

## CONCLUSION

On September 15, 2023, at the office of the Regent of the Seribu Islands, a community service activity was held in the form of a training session on making souvenirs using local raw materials, specifically seashells. The training was attended by 19 participants, consisting of 15 MSME (Micro, Small, and Medium Enterprises) actors and 4 housewives.

The method of the community service included an initial survey, preparation, implementation, and evaluation. The evaluation results showed the following:

- After the training, participants realized that seashells, previously considered waste, could be utilized as raw materials for souvenirs. 84% of participants strongly agreed, and 16% agreed.
- After the training, participants understood the steps in making seashell-based crafts. 89% strongly agreed, and 11% agreed.
- After the training, participants were able to practice the process of making seashell souvenir crafts. 84% strongly agreed, and 16% agreed.
- The training on making seashell souvenirs was considered highly beneficial for *Cendramata Pulau Pramuka* (souvenirs from Pramuka Island). 94.7% of participants strongly agreed, and the remaining 5.3% agreed.

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