

Strategy for strengthening the communication competence of culinary entrepreneurs in Madura island

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Abstract

The high potential of culinary diversity lies in four districts on Madura Island, namely Bangkalan, Sampang, Pamekasan and Sumenep with various flavors and tastes that are unique to each district. Lack of competent communication between the four districts has an impact on the lack of increasing potential for gastronomic tourism on Madura Island. This research aims to analyze strategies for strengthening the competencies of culinary entrepreneurs in Madura Island to create business sustainability. Considering the significant potential of the culinary sector in this region, the study identifies challenges faced by culinary entrepreneurs, such as access to raw materials, marketing, and skill development. Through qualitative research methods, data was collected through interviews with culinary entrepreneurs and Madurese cultural figures, while also supported by quantitative data obtained from culinary entrepreneurs. The findings indicate that competency strengthening can be achieved through cooking skills training, digital marketing, and financial management. Additionally, collaboration with educational institutions and non-governmental organizations (NGOs) can enhance the capacity of entrepreneurs. The study recommends the development of ongoing support programs and effective marketing strategies to improve the competitiveness of Madura's culinary entrepreneurs. With the implementation of these strategies, it is hoped that culinary businesses in Madura Island can adapt and thrive in a competitive business environment.

Keywords: Competency Communication Strategy; Business Sustainability; Gastronomic Tourism

Introduction

Madura as one of the islands in Indonesia, has a unique and diverse culinary wealth. With the continuously growing tourism potential, empowering culinary entrepreneurs in Madura is crucial to boost the local economy and attract tourists. This empowerment model can focus on the development of gastronomic tourism, combining culinary experiences with the allure of local culture. Madura is renowned for its various signature dishes such as Soto Madura, Bebek Madura, Sate Madura, and many other staple foods as well as unique desserts enjoyed by the Madurese community. The distinct flavors and presentation of these dishes are an attraction in themselves for tourists. Furthermore, the traditions and culture surrounding Madurese cuisine provide an authentic experience for visitors. The growth of restaurants on Madura Island has only been 50 percent each year from 2014-2021. Data on the growth of restaurants that has been processed by the author from the Central Statistics Agency (BPS/Badan Pusat Statistik, 2024) can be seen in table 1 below:

Table 1. Growth of restaurants on Madura Island

Kabupaten	2014	2015	2016	2017	2018	2021	per tahun (%)
Bangkalan	15	19	19	23	23	106	59,1
Sampang	7	12	12	13	11	47	55,9
Pamekasan	27	26	26	29	29	143	57,2
Sumenep	28	17	17	39	43	91	30,2

Source: BPS Bangkalan, Sampang, Pamekasan and Sumenep 2024

The table above explains that the growth of restaurants over the past seven years from 2014 to 2021 in the regencies of Bangkalan, Sampang, and Pamekasan on Madura Island has experienced an average increase of 50 percent each year. Only in Sumenep regency, there has been an average increase of 30 percent per year. This data indicates that the growth of restaurants on Madura Island is still suboptimal for it to be increased to 100 percent. The benefits of culinary tourism provide

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numerous advantages for the local community in tourist destinations and attract tourists to visit culinary spots, known as gastronomic tourism. Research on gastronomic tourism conducted by (Björk & Kauppinen-Räsänen, 2016) and (López-Guzmán et al., 2017) proves the connection between the motivation, experience, and satisfaction of tourists in terms of gastronomic tourism. The higher the level of tourist satisfaction with the gastronomic experience, the more tourists will want to taste the local food of that area to fulfill their motivation. The selection of tourist destinations is also determined by the motivation of tourists to experience gastronomic delights and taste local food in a particular region. The ingredients used by culinary vendors to create local dishes are sourced from plants and unique animals found in that area. Environmental preservation in tourism areas carried out by the community is crucial, as stated by (Potts & Harrill, 1998) in the travel ecology approach model, which emphasizes three important aspects in tourism development: the environment, the community, and tourism. (Lynch et al., 2006) states that the success and sustainability of development will be better if it starts from local physical, social, and cultural resources. The popularity of Madura's cuisine in relation to gastronomic tourism is a crucial point for sustainable development initiated by culinary entrepreneurs and supported by all stakeholders in gastronomic tourism. The service provided by Madurese people to tourists visiting restaurants around tourist destinations will vary according to the culture of that place. According to (Rachmad, 2018), each regency on Madura Island has diverse cultural characteristics and unique tourism attractions. Although situated on one island, the four regencies on Madura Island have different food and beverage characteristics, as well as histories.

Madura Island has a rich cultural history of Islam, which has become a distinctive feature of the Madurese people. According to (Rachmad, 2020), the Islamic religious culture of Madura has become the identity of the Madurese people since the introduction of Islam to the island. The high number of Madurese people practicing Islam has led to a variety of diverse food dishes. Many dishes originate from outside Madura Island, and even internationally, for example, the Mento dish from Sumenep, similar to Semarang's lumpia, but with different fillings and serving styles. The content of Semarang's lumpia includes chicken meat and bamboo shoots served with sambal sauce, chili, and Chinese scallions, while Mento from Sumenep contains chicken meat, ripe papaya, served in a coconut milk-based soup. The majority of culinary offerings on Madura Island have a unique characteristic with the typical Madurese spices and are halal. The Provincial Tourism Destination (DPP) of Madura and its surroundings, including Bangkalan, Sampang, Pamekasan, and Sumenep regencies, focus on the development of Halal Tourism and Maritime Tourism in accordance with the East Java Provincial Regulation number 6 of 2017 regarding the master plan for tourism development in East Java province from 2017 to 2032 ([Perda] Peraturan Daerah Provinsi Jawa Timur Nomor 6 Tahun 2017, 2017). Through Provincial Regulation No. 6 of 2017, it is becoming increasingly clear that Madura Island will become a halal and maritime tourism destination, impacting the food and beverages available on the island. The taste of Madura Island's food, prioritizing halal ingredients, and mostly sourced from fishermen's catches, will enhance the quality and uniqueness of Madura Island's Islamic culinary and gastronomy. A variety of local and national dishes must compete with foreign foods that possess unique flavors and characteristics corresponding to their respective cultures. Culinary competition in the context of gastronomic tourism often leads to the creation of new food variations that can attract tourists. Food is a key factor in tourism activities (Okumus et al., 2018), and the plethora of flavors and unique presentations rooted in local culture in cuisine will help preserve culinary traditions and establish them as culinary tourism.

Most of the tourism travel budget is allocated for consumption (Naruetharadhol & Gebsoambut, 2020) which means that tourists visit a tourist destination to taste and experience local specialties at the tourist destination. Tourists' interest in the gastronomic tourism sector will have an impact on the development of tourism destinations, especially on the welfare of Madurese culinary entrepreneurs. According to (Arghutashvili V, 2018) Tourism is an industry that influences the economy, the most basic thing to increase economic growth through various sectors. In addition, tourism is an important part of the economic structure that is currently growing rapidly (Algieri et al., 2018) and has been recognized as one of the main sectors of development in many countries because it is a source of income, creates jobs, and creates welfare (Andrades & Dimanche, 2017).

The urgency of this research lies in the communication strategy of culinary entrepreneurs' competence to improve sustainable culinary businesses in order to survive and compete in the current era of globalization.

The focus of this research lies in the development of culinary tourism through the communication strategy of culinary entrepreneurs' competence for business sustainability is a way to create professionalism and knowledge of culinary entrepreneurs to increase the growth of gastronomic tourism on Madura Island. Various ways to improve competence to find communication strategies between culinary entrepreneurs and related stakeholders will be discussed in the research of culinary entrepreneurs on Madura Island, starting from Bangkalan, Sampang, Pamekasan and Sumenep districts by collaborating through tourism stakeholders.

Method

The research process involves questions and procedures that emerge; data collection in a participant setting: analyzing data inductively, building from specific themes to general themes; and making interpretations of the data's meaning. The final written report has a flexible writing structure. The data analysis steps in this study use Miles and Huberman's data analysis model, with three steps: data reduction, data display, and conclusion drawing (Corbin & Strauss, 2015). Miles and Huberman define Data Reduction as the process of selecting, focusing, paying attention, and simplifying, abstracting, and transforming raw data from field notes. Data reduction is carried out continuously throughout the research. In this study, data reduction begins with reducing primary and secondary data. Data Display as stated by Miles and Huberman is presenting a set of organized information, providing the possibility of drawing data conclusions and taking action. Drawing Conclusions is the next most important activity, actually only a part of a complete configuration.

Research on competency strengthening strategies for culinary entrepreneurs on Madura Island utilizes a qualitative approach with a case study design supported by quantitative data. This method was chosen to gain in-depth understanding of the challenges and opportunities faced by culinary entrepreneurs and to explore effective strategies in enhancing their competencies. The informants selected from four districts (Bangkalan, Sampang, Pamekasan, and Sumenep) for in-depth interviews were representatives of the culture and tourism services (disbudpar) of Bangkalan, Sampang, Pamekasan and Sumenep districts and through the informant criteria process for culinary entrepreneurs, namely: culinary entrepreneurs who sell food, drinks and snacks that are typical of the Madurese community. The informants are Nindi who works as a culinary seller of rujak soto Madura in Bangkalan district, Ismiden Hasyim a culinary seller of sumsum-sum in Sampang district, Anwar a culinary seller of rujak kelam in Pamekasan district, and Hanafi a culinary seller of cake in Sumenep district. The informants will produce qualitative data that will be supported by quantitative data of 30 respondents who are evenly spread across four districts on Madura Island.

Results and Discussion

Collaboration of tourism stakeholders

Duarte Alonso & Nyanjom (2017) state that sustainable tourism development is closely linked to stakeholder involvement. Strengthening the role of stakeholders in tourism development has long-term impacts on economic, ecological, and socio-cultural aspects. The involvement of stakeholders results in well-received tourism strategic planning, helps avoid conflicts during policy implementation, and unites all parties directly and indirectly involved in tourism. When the dynamics of collaboration governance are lacking, it can be seen from unclear understandings and common goals among stakeholders. Collaboration schemes implemented by the government to build trust and commitment in development need to clarify the roles of each stakeholder. It is essential to align perceptions among stakeholders and regulate rights and responsibilities in effective management. Therefore, each stakeholder must bear the management costs within their responsibility and have the right to benefit from management through legally justified activities (Tamrin & Lubis, 2023).

The role of each tourism stakeholder needs to be further optimized. Based on the analysis conducted, the dominant actor is the culinary entrepreneurs, but they have limited resources, so the involvement of other actors in a specific and systematic manner is necessary. Efforts will be most

effective when implementing collaborative governance with the penta-helix model (Kelvin et al., 2022), as well as efforts to build trust within the community and enhance the understanding of stakeholders in their respective roles (Hidayasa et al., 2023). Sustainable collaboration among various stakeholders aims to achieve sustainable tourism development in terms of economic, social, cultural, and environmental aspects.

The involvement of culinary entrepreneurs in tourism development will require many stakeholders or stakeholders in the tourism sector, especially in gastronomy tourism, to cooperate, communicate and coordinate in each section according to the duties of the stakeholders. There are several tourism stakeholders who can provide local communities to be active and coordinate well, namely with the elements in the pentahelix. According to (Puspitaloka et al., 2021), there is a need for ongoing commitment and support from all levels of stakeholders. Multi-stakeholder collaboration is required in a social-ecological context (Puspitaloka et al., 2020).

More specifically, in the initial planning of a tourist village, the community plays a central role in developing the concept of a tourist village, as discussed by (Amerta, 2017). The Penta-helix model is a concept of collaboration among five main pillars: government, academia, industry, community, and media, aimed at promoting sustainable economic growth through innovation and development (Najmudin et al., 2023). Collaboration among these five stakeholders is expected to realize policies supported by a variety of resources that interact synergistically (Luh & Dewi, 2019). In the management and development of tourism, coordination and collaboration among the government, tourism business players, community, academia, and media are essential (Aribowo et al., 2018). Each stakeholder has different roles and functions that need to be understood for the successful realization and implementation of tourism development in a region (Amalyah et al., 2016). Competitive advantage refers to the ability of a tourist destination to efficiently utilize its resources in the medium and long term (Martínez et al., 2014). The lack of alignment, suitability, understanding of vision and mission among tourism stakeholders can lead to a lack of empowerment in tourist village communities.

Stakeholders who support the development of gastronomic tourism through culturally local Madurese culinary entrepreneurs, emphasizing unique flavors, will create sustainable businesses among culinary entrepreneurs. The more stakeholders that support the competencies of culinary entrepreneurs, the higher the quality competencies they possess. The relationship among stakeholders will impact the sustainability of culinary businesses on Madura Island. Culinary entrepreneurs are a crucial point in all factors influencing business sustainability. The government, mass media, culinary organizations, and private sector are supportive factors for culinary entrepreneurs to achieve business sustainability. Collaboration among all stakeholders will result in significant strategies for sustainable culinary entrepreneurship. The form of strategy and communication flow between culinary entrepreneurs and gastronomic tourism stakeholders can be seen in the diagram below:

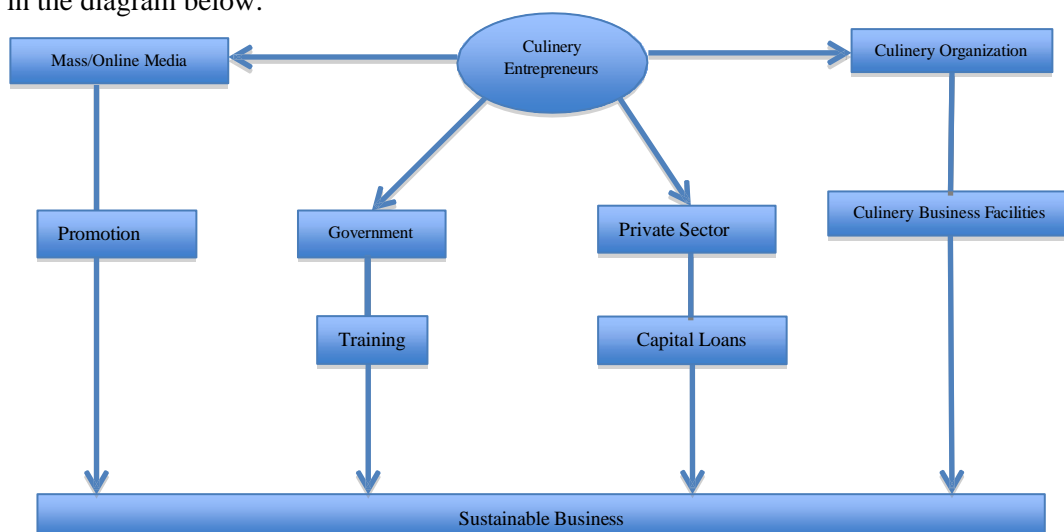


Figure 01. Culinary Entrepreneur Competency Communication Strategy

Figure 01 shows that the sustainability of culinary businesses depends not only on the abilities of entrepreneurs but also requires support from various parties. Similar to what (Rees et al., 2017), said, defining the support of all parties as actors with the following criteria: an institution, group, or individual that plays a major role in a system. The activities of gastronomic tourism actors that support the competence of culinary entrepreneurs, especially gastronomy, must be viewed carefully. With synergy between entrepreneurs, government, culinary organizations, and the private sector, it is hoped that culinary businesses on Madura Island can further develop and progress. The roles and functions of each item in the above image are as follows:

1. Culinary Entrepreneurs: As the main actors, culinary entrepreneurs will be greatly influenced by various factors in their surroundings.
2. Government: The government plays a role in providing support through training, promotion, and possibly offering capital loans to help culinary entrepreneurs develop their businesses.
3. Culinary Organizations: Culinary organizations can be associations or communities operating in the culinary field. They can provide training, information, and extensive networks for culinary entrepreneurs.
4. Private Sector: The private sector can provide support in the form of culinary business facilities, such as business premises, cooking equipment, or raw materials. They can also offer capital loans for business development.
5. Mass/Online Media: Mass media and online media play a crucial role in promoting culinary businesses. Effective promotion helps make culinary businesses more known to the public.
6. Sustainable Business: This is the ultimate goal of all the factors involved. With support from various parties, it is hoped that culinary businesses can continue to grow and thrive in the long term.

The relationship between culinary entrepreneurs, government, culinary organizations, private sector, and mass media is crucial in creating sustainable efforts in the culinary sector. Culinary entrepreneurs, as key players, have a role in providing quality products that meet safety and health standards. On the other hand, the government is responsible for creating regulations and policies that support the growth of the culinary industry, including providing financial support and training for entrepreneurs. With close collaboration, the implemented regulations can be more relevant and aligned with the field conditions, thus supporting the development of sustainable culinary businesses.

Culinary organizations act as a bridge between entrepreneurs and the government, as well as a platform for industry players to share knowledge and experiences. Through training programs and seminars, these organizations can enhance the capacity of culinary entrepreneurs in implementing sustainable practices, such as using local raw materials and efficient waste management. Additionally, collaboration with the private sector, such as suppliers of raw materials and equipment, can strengthen the supply chain network that supports culinary businesses. By supporting each other, all parties can create a beneficial ecosystem for all stakeholders.

Mass media plays an equally important role in promoting sustainable culinary efforts. By disseminating information about local products, environmentally friendly culinary practices, and success stories of culinary entrepreneurs, the media can increase public awareness of the importance of supporting local industries. Moreover, the media can help build a positive image for specific areas as sustainable culinary destinations. Through good collaboration among entrepreneurs, government, culinary organizations, private sector, and mass media, the culinary sector can grow sustainably and provide wide-ranging benefits for society and the environment.

The contribution and role of gastronomy tourism stakeholders towards culinary entrepreneurs for training aimed at developing potential for sustainable businesses in the culinary world are also supported by quantitative data analyzed using the Smart PLS program can be seen in Figure 2, which will be explained in the following subtitle.

Model characteristics of culinary entrepreneurs towards gastronomy tourism

The characteristics variables of culinary entrepreneurs, which are independent variables, have seven indicators including: age, gender, formal education, non-formal education, years of

experience, motivation, and type of work. Among these indicators, for the outer model, non-formal education has a value above 0.7. As for the dependent variable, which has six indicators including: satisfaction, experience, local product protection, cleanliness, local culture, and culinary festivals, the values above 0.7 are for local product protection, cleanliness, and local culture. The outer model can be seen in Figure 2.

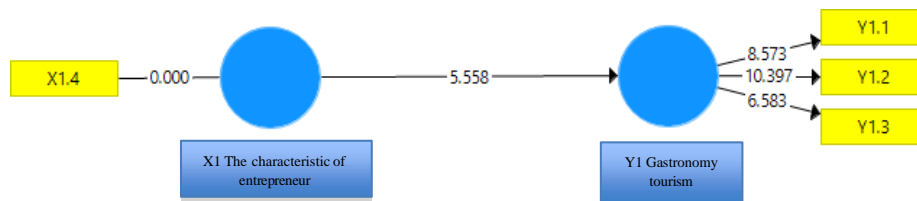


Figure 2. Outer model of non-formal education on gastronomy tourism

Training program that is desired by culinary entrepreneurs to enhance knowledge and skills in gastronomy tourism revolves around or is related to licensed local product protection endorsed by the government, food hygiene and restaurant cleanliness, as well as knowledge of Madura culture associated with the culinary history of Madura. Protection of local products, cleanliness and knowledge of Madurese culture are interconnected with gastronomic tourism to increase the competency of culinary entrepreneurs. The three items above are very important because they involve all tourism stakeholders.

Local product protection, which has been licensed by the government, is one of the crucial steps in maintaining the sustainability of the domestic industry. These local products not only reflect the richness of cultural heritage and traditions but also make a significant contribution to the community's economy. With government licensing, local products receive official recognition that can enhance consumer trust. This also encourages entrepreneurs to continue innovating and maintaining the quality of their products. Furthermore, the protection of licensed local products aims to reduce dependence on imported goods. The government can provide support through policies that promote the use and marketing of local products. For example, by offering incentives to businesses producing local goods and conducting campaigns to raise awareness among the public about the importance of supporting domestic products. These efforts have a positive impact not only on producers but also on consumers who will receive quality products at more affordable prices. With proper protection, licensed local products can compete in both domestic and international markets. The government plays a key role in creating a conducive environment for the growth of local products, including monitoring and enforcing laws against counterfeit goods. Additionally, collaboration between the government, businesses, and the community is crucial in creating a mutually supportive ecosystem. Therefore, licensed local products will not only continue to thrive but also become a source of national pride. Applications for local product protection licensed by the government will be approved if the quality of the food and restaurant is guaranteed. Therefore, cleanliness is very important because it is related to the protection of local products.

Food hygiene and cleanliness in restaurants are crucial aspects of gastronomic tourism. When tourists visit a destination, one of the things they seek is a culinary experience that is not only delicious but also safe. Cleanliness in dining establishments involves good sanitation practices, the use of fresh and high-quality ingredients, and hygienic food handling. By maintaining high cleanliness standards, restaurants can attract more visitors and enhance the region's reputation as a culinary destination. In today's information age, tourists often look for reviews and recommendations about dining establishments before visiting a location. Therefore, restaurants that prioritize cleanliness and food quality are more likely to receive positive attention on social media and review platforms. This can increase the visibility and appeal of the restaurant, thereby attracting more patrons. On the other hand, restaurants that neglect cleanliness run the risk of receiving negative reviews that can harm their business. The importance of cleanliness also impacts public health. Unclean food can lead to various illnesses, such as food poisoning and digestive infections. In the context of gastronomic tourism, the health of visitors should be a top priority. Therefore,

local governments and relevant agencies need to monitor and provide training to restaurant owners on good sanitation practices. This ensures that all served food is safe for consumption. Furthermore, restaurant cleanliness also encompasses environmental aspects. A clean and well-maintained restaurant creates a comfortable atmosphere for visitors. This includes the cleanliness of dining areas, restrooms, and kitchens. A clean environment not only attracts tourists but also creates a more pleasant experience. Tourists are more likely to revisit dining establishments that leave a positive impression regarding cleanliness and service. Ultimately, sustainability in cleanliness practices should be promoted as part of gastronomic tourism. Restaurants can collaborate with tourism institutions to organize educational programs for visitors about the importance of food and environmental hygiene. By raising awareness about cleanliness, there will be an improvement in the quality of culinary experiences, as well as contributions to public health and the environment. Through this approach, gastronomic tourism can develop sustainably and benefit all parties involved. Food cleanliness will affect the quality of food related to taste, tastes and consumer desires. The typical variety of food from restaurants is a characteristic of the culture of certain communities, especially on the island of Madura. Madurese culinary entrepreneurs will have strong branding if they provide typical Madurese food and knowledge of culinary history as well as typical Madurese spices.

Knowledge of Madura's culture cannot be separated from its rich and diverse culinary history. Madura, as one of the islands in Indonesia, boasts a unique culinary tradition that reflects the cultural heritage of its people. Typical Madurese dishes are often made from abundant local ingredients and prepared using traditional methods. One of the most famous dishes is Madura satay, made from skewered and grilled beef or chicken with a distinctive peanut sauce that tantalizes the taste buds. Madurese cuisine with its spicy and salty characteristics is a symbol that represents the character of a region, usually people in the region are known as tough, outspoken, and rigid people. Especially the Bangkalan and Sampang regions (Husson, 1999); (Endriastuti A et al., 2018) For example; Chicken Satay, Beef Satay, Goat Satay, and Meat Satay with grated coconut. In addition to grilled food, there is also Soto Madura, especially Soto Daging, with beef as the main dish, the yellow color of the broth comes from turmeric, and certain spices.

The culinary history of Madura has been influenced by various cultural interactions, both with the surrounding communities and external traders. Trade processes in Madura's ports such as Bangkalan and Sumenep have introduced various spices and cooking techniques from outside, which have been adapted into local cuisines. For example, the use of spices in Madurese dishes creates a unique flavor profile that has become the culinary identity of the region. In addition to satay, Madura's cuisine is also renowned for its fresh seafood dishes. Surrounded by the sea, Madura Island's marine resources are a primary food source for the locals. Dishes like grilled fish and fish soup are favorites among the local population and tourists. The simple cooking methods that still bring out the natural flavors of the ingredients used showcase the local wisdom in cooking. This also reflects the close relationship Madurese people have with their natural environment. Madura's cuisine also embodies social values within its community. Food is often served during special occasions such as weddings, circumcisions, and other traditional celebrations. The process of cooking and serving food in these social contexts creates bonds among community members. For instance, during events, people often gather to cook together, creating not only delicious food but also strengthening social ties. With the growing interest in regional cuisine, knowledge of Madura's culture is now widely recognized, both domestically and internationally. Culinary festivals showcasing Madurese cuisine and cooking training programs serve as means to preserve this culinary tradition. Through these efforts, the culinary history of Madura is not only preserved but also promoted as part of Indonesia's cultural heritage that deserves appreciation and preservation for future generations.

Conclusion

The importance of preserving traditional Madura cuisine through enhancing the competencies of culinary entrepreneurs. By training culinary entrepreneurs in traditional food processing techniques, developing attractive packaging, and utilizing digital platforms for marketing, it is hoped that traditional Madura cuisine can become more widely known and appreciated by the

public. Additionally, this article also suggests the importance of collaboration between the government, culinary organizations, private sector, and mass media to support the development of traditional Madura cuisine.

Collaboration with stakeholders in gastronomic tourism is crucial for creating a synergistic and sustainable ecosystem. Stakeholders, including food businesses, government entities, local communities, and tourists, each play a role in promoting quality culinary experiences. By fostering good collaboration, all parties can support each other and share resources, information, and effective marketing strategies. This not only enhances the culinary destination's appeal but also strengthens the position of local products in the market. Furthermore, collaboration among stakeholders can aid in the development of more innovative products and the promotion of gastronomic tourism. Culinary entrepreneurs can work with local governments to organize culinary festivals or other promotional events that showcase the uniqueness of local cuisine. This collaboration can also create opportunities for culinary entrepreneurs to receive training and technical support to enhance product quality and services. With the right innovations and promotions, gastronomic tourism can grow and attract more tourists. Effective collaboration also contributes to the development of culinary organizations. When stakeholders in gastronomic tourism work together, they can create new job opportunities and increase the income of local communities. This is essential to ensure that the benefits of tourism are not only felt by large-scale culinary businesses but also by the local community involved in food production, service provision, and other related sectors. Therefore, collaboration among stakeholders not only strengthens gastronomic tourism but also supports inclusive and sustainable economic growth for culinary organizations.

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