

Accompanying the Development of Sidetapa's Fruit Brem as a Leading Tourism Product in Buleleng Regency

Ni Made Ary Widiastini^{1*}, Made Aristia Prayudi², Putu Indah Rahmawati¹, Gede Rasben Dantes³

¹D4 Hospitality Management Study Program, Faculty of Economics, Ganesha Education University, Jalan Udayana No.11, Banjar Tegal, Singaraja, Buleleng, Bali, Indonesia 81116

²Department of Accounting, Faculty of Economics, Ganesha Education University, Jalan Udayana No.11, Banjar Tegal, Singaraja, Buleleng, Bali, Indonesia 81116

³Master's Degree Program in Computer Science, Postgraduate Faculty, Ganesha University of Education, Jalan Udayana No.11, Banjar Tegal, Singaraja, Buleleng, Bali, Indonesia, 81116

*Corresponding author: ary.widiastiny@gmail.com

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Abstract

This community service program was carried out to help fruit brem craftsmen in Sidetapa Village so that their products are more acceptable to the market. Sidetapa Village has been able to develop itself as a tourist destination. Visits from various parties, both tourists, elements of the government, and academics, positively impacted the development of tourism in the village. In its development, the people of Sidetapa Village were able to produce products to support tourism activities, and even became one of the superior products, namely brem made from local fruits using a fermentation technique. Brem is produced as a fermented drink with three flavors: honey wine, mangosteen rind, and mangosteen fruit. To make the product acceptable to the people, the producers of fruit brem in Sidetapa Village received assistance in product and market testing. Implementing this community service program consists of assisting in product sales analysis, product testing in the laboratory to determine the nutritional content of products and more informative packaging. Through product testing, Sidetapa's fruit brem can provide information about the content of alcohol, sugar and carbohydrates per one bottle of drink. Meanwhile, through a market test, artisans can find out market tastes. It is hoped that through this assistance, fruit brem producers in Sidetapa Village can maintain their product production in terms of quality and quantity.

Keywords: brem; fruit; product; Sidetapa; tourism

INTRODUCTION

Sidetapa's fruit brem is produced by the craftsman in Sidetapa Village by processing local fruits such as mangosteen, grapes, mango, and sweet potatoes. Fruit brem began to be produced by the community in Sidetapa Village after receiving assistance from the agriculture office in 2019 (Widiastini et al., 2020). Understanding the abundant potential of agricultural produce, fruit brem is consistently produced, packaged simply, and marketed inside and outside the village. Apart from receiving assistance from academics, Sidetapa's fruit brem products are also assisted in aspects of better packaging and production techniques, so that the product can be widely accepted by the market. Assistance in the aspect of product packaging Aryani et al. (2020), is really needed, especially for groups that are just starting their business.

Ganesha University of Education through its community service program, in 2020 received a grant in the form of a partner village assistance program (PPDM), a program of the Ministry of Research, Technology and Higher Education. Through this program, one of the activities carried out is to assist fruit farming groups that process their agricultural products into beverage products in the form of fruit brem. Through the assistance of packaging design Widiastini et al. (2020), fruit brem products are more acceptable to the market, because the packaging is easier to carry by consumers, both locals, and people who visit the village (Figure 5, 6 and 10). Packaging has an important function in the product production

Sucipta et al. (2017), which not only aims to accommodate the contents of the product in a container but also has to pay attention to the convenience that can be given to consumers bringing the products they buy. Therefore, it is very important for producers to carefully analyze the packaging of the products they want to offer to consumers. The importance of packaging is not only as a protector of a product, more than that Susetyarsi (2012), packaging has a product promotion function. Attractive packaging accompanied by clear information, able to direct consumers to decide to buy the product.

Brem, produced by using local fruit as a food and beverage product, of course, requires an analysis of the content contained in the drink. Information related to the content of a product is particularly important to be displayed on the packaging. The nutrition label Palupi et al. (2017), is information on the nutritional content contained in a food product along with the amount of the content in each serving or food packaging. The information displayed on the nutritional labeling on the packaging has the aim of helping consumers to avoid or reduce excess or lack of nutrient intake which can result in health problems related to diet. Therefore, information about what is contained in a food product in one package is very important to inform producers, as a form of implementing good business ethics.

Fruit farmers in Sidetapa Village who process their agricultural produce into Sidetapa's fruit brem do not know the contents in a bottle of the beverage they produce. Seeing the fairly good

market response to the product, it has even received appreciation from the district government for trying to produce local products through processed local agricultural products, so that fruit brem products can be produced sustainably, product testing is required.

METHOD

The implementation of this community service program consists of assisting in product sales analysis, product testing in the laboratory to determine the nutritional content of products, and more informative packaging. Community service program is given to farmer groups who process their agricultural products into a drink as brem. The community service program is provided for two years (2020–2022). A sales review from the start of production is carried out to produce a sales graph in terms of the number of products sold, the types of consumers, and the product distribution system from artisans to consumers. For the product to provide information on product quality, in this mentoring program brem makers are also assisted with laboratory tests to determine nutritional content, the results of which are used to improve the packaging to make it more informative. Furthermore, the results of product testing are printed in the form of stickers affixed to the packaging bottles. This aims to provide information to consumers about the contents of these drinks, namely ethanol, carbohydrates and sugar. This assistance is given to produce products that are acceptable to the market.

RESULT AND DISCUSSION

Fruit Brem as a Product to Support Tourism in Sidetapa Village

Brem, produced using local fruit [Widiastini et al. \(2020\)](#), is consistently produced in small quantities every month, sold both within and outside the village. Receiving assistance on packaging elements, Brem's products are quite acceptable to the market, although still on a small scale. Assistance in the marketing aspect [Karyanta & Triharyanto \(2016\)](#), in community service programs is a very important activity to help people know how to market products.

The infusion was originally used to provide entertainment to guests who came, but because it was in demand by consumers, especially those who drink, the product was further developed by craftsmen in Sidetapa Village. Brem as a local agricultural processed drink that contains alcohol, still needs further assistance. In this case, further assistance, brem acceptable to a wider market, especially tourists, namely as one of the leading tourism products in Buleleng Regency.

Brem products in solid form through a study by [Almassani et al. \(2021\)](#), found that there are three priority factors for developing Brem creative tourism. Brem, as a snack made from sticky rice tape processed by fermentation, has a dense, dry, and crumbly texture and leaves a cold taste on the tongue, capable of becoming a superior product in Kaliabu Village, Madiun Regency. There are three priority factors for the development of creative tourism in Brem [Almassani et al. \(2021\)](#), namely the need to increase knowledge and skills in producing

creative products, production activities capable of becoming job opportunities for the community, and the need for a careful marketing strategy for tourism products.

Tourism products are ideally based on market demand, produced efficiently, using local raw materials, and to produce them requires local special skills from local craftsmen (Soukhathammavong & Park, 2019). Craftsmen understand that product development is very important to meet market demand, including tourists who are constantly changing along with development trends. Thus, artisans are expected to continue to be able to adapt to developing market trends.

The tourism product developed must be clear from planning, production, packaging, delivery, and even after-sales service, which should also be carefully considered. Therefore, understanding the target market properly and correctly is something that must be done to produce tourism products that are truly able to answer the needs and desires of the market. Tourism products Sánchez et al. (2006), provide information that there is value as a form of subjective construction that varies which is felt by tourists when choosing, determining, and consuming products even after consumption. The functional value, price, emotional value, and social value must be considered by tourism product providers so that the products sold can provide satisfaction for consumers, namely tourists.

Food and beverages are tourism products always present in every tourism activity. Moreover, drinks that are often tangible products that

welcome tourist arrivals are known as welcome drinks. Dixit et al. (2019), the initial banquet can act as a stimulus to show hospitality. This can provide a good experience at the initial meeting. In its development, many tourist villages present local food and drinks to give a good impression at the beginning of tourist arrivals, including providing narratives on the food and/or drinks served. The terms food and beverage in tourism include gastronomy and culinary tourism, which are used by tourist activities. Food and beverage has been identified as an important role among the motivational factors to visit a destination (Putra, 2021). Hall & Mitchell (2007), explain food as a tourism product that can improve the community's economy through the collaboration of tourism activities and agricultural production. This is in line with the Sidetapa's fruit brem which has the potential to provide economic benefits through the collaboration of tourism and agricultural activities in the area.

Sales Progress of Fruit Brem Products in Sidetapa Village, Buleleng Regency

Produced by beverage craftsmen in Sidetapa Village is processed using local fruits with a fermentation technique. Many local fruits have been processed by beverage craftsmen in the village, namely Mr. Kertya since 2019, including purple sweet potato brem, cocoa, soursop, mangosteen fruit, mangosteen rind, grapes, and honey wine. Various local ingredients are tried to be processed into various flavors of brem which are then offered

to the market, especially consumers who like alcoholic beverages.



Figure 1. Various fruits processed into brem (before)

In Figure 1, there is brem from various types of local fruit that has been fermented and packaged in a large bottle, resembling a syrup bottle. Seeing that the market response outside the village is still low, while the expert test results on taste are declared good, then in the mentoring program, Brem craftsmen are given more attractive packaging assistance. Attractive packaging Resmi & Wismiarsi (2015), has a positive effect on buyer decisions, as well as when the brem drinks produced by beverage craftsmen in Sidetapa Village are repaired in packaging, the number of consumers increased, even being able to become the flagship product of Buleleng Regency in 2021.




Figure 2. Sidetapa's fruit brem with new packaging (after)

Figure 2 is a fruit brem product that has used a smaller bottle, is easy to hold, a sticker containing the product name and nutritional information. Through the assistance of packaging design Widiastini et al. (2020), fruit brem products are more acceptable to the market because the packaging form is easier to carry by consumers, both locals and outsiders who visit the village. Packaging has an important function in producing a product Andrean et al. (2017), which not only aims to accommodate the contents of the product in a container but also has to pay attention to the convenience that can be given to consumers bringing the products they buy. Therefore, it is very important for producers to carefully analyze the packaging of the products they want to offer to consumers. The importance of packaging is not only as a protector of a product, more than that Susetyarsi (2012), packaging has a product promotion function. Attractive packaging accompanied by clear information, able to direct consumers to decide to buy the product.

The market in receiving beverages certainly requires clarity about the product, especially on the nutritional elements and the ingredients used to manufacture the product. Nutritional information on

food labels Huda & Andrias (2016), can help consumers choose the right food or drink. Thus, clear nutritional information will greatly assist producers in marketing their products and consumers in choosing products. Therefore, a lab test on the Sidetapa's fruit brem product was carried out to provide valid information to consumers. Information about the product must be properly accounted for, so the laboratory test site also needs to be considered. In this program, the Analytical Lab of Udayana University was chosen to test three samples of the Sidetapa's fruit brem product to obtain accurate and safe analysis results.

Udayana University Analytical Laboratory (UNUD) with the vision of becoming a superior laboratory both nationally and internationally and becoming an institution that supports UNUD in professional education. The laboratory is also open to researchers outside UNUD who are very helpful in research activities carried out by campus academics outside UNUD. This is in line with its mission, which is to support the Tri Dharma of Udayana University in providing laboratory analysis services according to the scope of work of the UPT Analytical Laboratory, as well as having a positive impact on academics outside UNUD who need lab test assistance, including Sidetapa's fruit brem products.



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET DAN TEKNOLOGI
UPT-LABORATORIUM ANALITIK
Gedung Laboratorium Terpadu Lantai 1
Jalan Kampus Bukit Jimbaran Bali

LAPORAN HASIL PENGUJIAN
Testing Report
No. 46/UN.14.24/UPTLA/2022

Pemilik : Ni Made Ary Widiastini
Alamat : Jl. Arjuna No. 13 L. Singaraja
Tanggal Penerimaan : 28 Maret 2022
ID Sampel : Brem Buah Sidetapa
Jenis Sampel : Cairan

DATA PENGUJIAN
Testing Data

- Tanggal : 28 Maret – 18 April 2022
- Lokasi : Laboratorium Analitik Universitas Udayana
- Kondisi ruangan :
 - o Suhu : (20± 2) °C
 - o Kelembaban : (60±10) %

HASIL
Results

No.	Parameter	Metode	Satuan	Kode Sampel / Hasil		
				1	2	3
1.	Etilanol	HPLC	%	18,0	14,12	13,40
2.	Metanol	HPLC	%	Negatif	Negatif	Negatif
3.	Total Gula	Spektrofotometri	%	1,30	0,90	4,26
4.	Karbohidrat	Spektrofotometri	%	1,46	0,98	4,39

Keterangan Kode Sampel :
 1) Brem Buah Anggur
 2) Brem Buah Manggis
 3) Brem Kulit Manggis


Bukit Jimbaran, 19 April 2022
Kepala Laboratorium Analitik

Ika Kusuma Pusca Dewi
NIP. 197405120191032000

Figure 3. Three sample test results

Through lab tests on three product samples, the results obtained were alcohol content between 13% - 18%, sugar between 0.90% - 4.26%, and carbohydrates between 0.98% - 4.39%, as shown in Figure 3. This information will then be made as a sticker affixed to the bottle. This information will then be made as a sticker affixed to the bottle.

Based on the Regulation of the Head of the Drug and Food Control Agency of the Republic of Indonesia Number 14 of 2016 concerning Safety and Quality Standards for Alcoholic Beverages, Article 11 (3) letter b which explains that alcoholic beverages are stated to be in group B with an alcohol content of 5-20%. Furthermore, following the Appendix to the Regulation of the Head of the Drug and Food Control Agency of the Republic of Indonesia Number 14 of

2016 concerning Safety and Quality Standards for Alcoholic Beverages, fruit brem is included in the food category number 14.2.4 with the provision that the ethanol content is not less than 7% and not more than 24% v/v.

Along with being provided with product development assistance, both production techniques and product packaging are more acceptable to the market. Even through regional innovation activities organized by the district government, which is the Research and Development Agency in 2021, fruit brem products managed to rank one in the community innovation category. Believing that the product has innovation in processing local agricultural products into drinks. "This fruit Brem is very worthy of me to enter the competition because it can be accepted by markets outside the village. I want this product to be better

known by the wider community, outside the district and even nationally" (Putu Kertya, 48 years old). As a local farmer who is diligent in taking care of his plants to produce quality local produce, Putu Kertya is also diligent in product development, to produce brem drinks.

Winning the title as a superior product at the district level, Mr. Putu Kertya (48 years old) is increasingly eager to increase his productivity in producing quality brem that is accepted by the wider market. Based on sales data for two years, three types of fruit brem are quite accepted by the market, both by the surrounding community, visitors who come to the village, and consumers outside the village and even outside the district. The following is the sale of Sidetapa's fruit brem which was recorded manually for three years of mentoring.

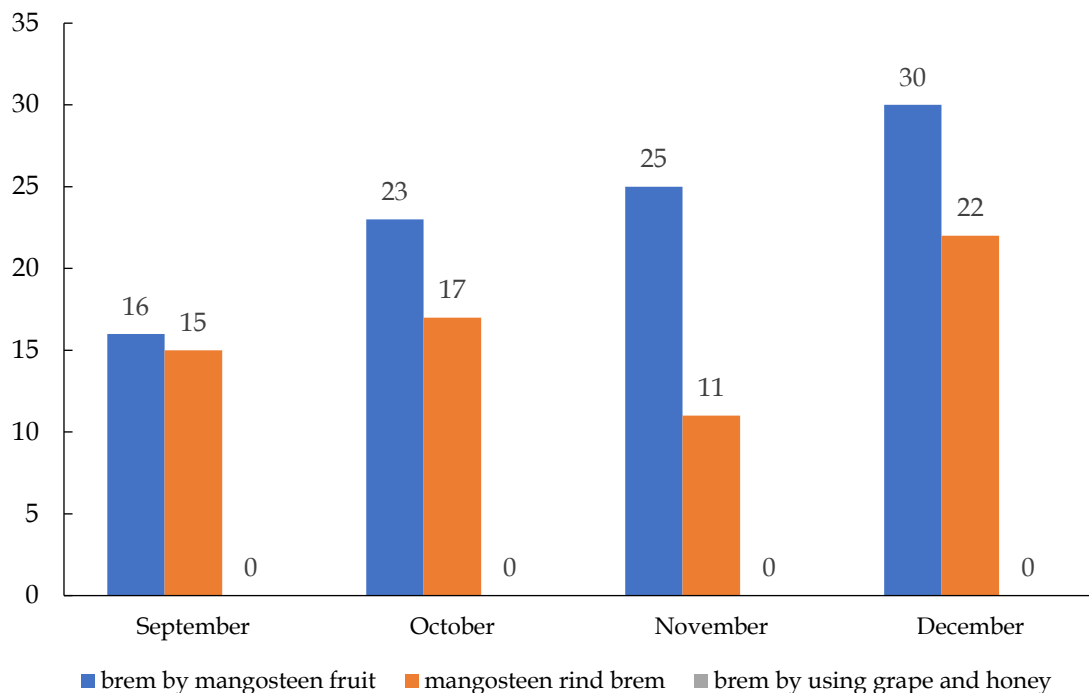


Figure 4. Sales of brem (bottles) in 2020

In Figure 4, you can see a graph of sales of fruit brem products after mentoring by the Ganesha University Education Service Team. Brem sales in the 2020 period fluctuated from September to December. In aggregate, there was an increase in sales volume of 29.03% in October, a decrease of 10% in November, and an increase of 44.44% in December. The fluctuation was mainly due to a decrease in sales of the mangosteen rind brem variant in November by 35.29%.

In this mentoring program, artisans are also invited to make manual records of product sales useful for product evaluation of market acceptance. The graph in Figure 4 shows that the sale of mangosteen brem has increased from September to December 2020. In 2020, brem using grape and honey has not yet been sold to the market but is still in the manufacturing process which requires some adjustments before being offered.

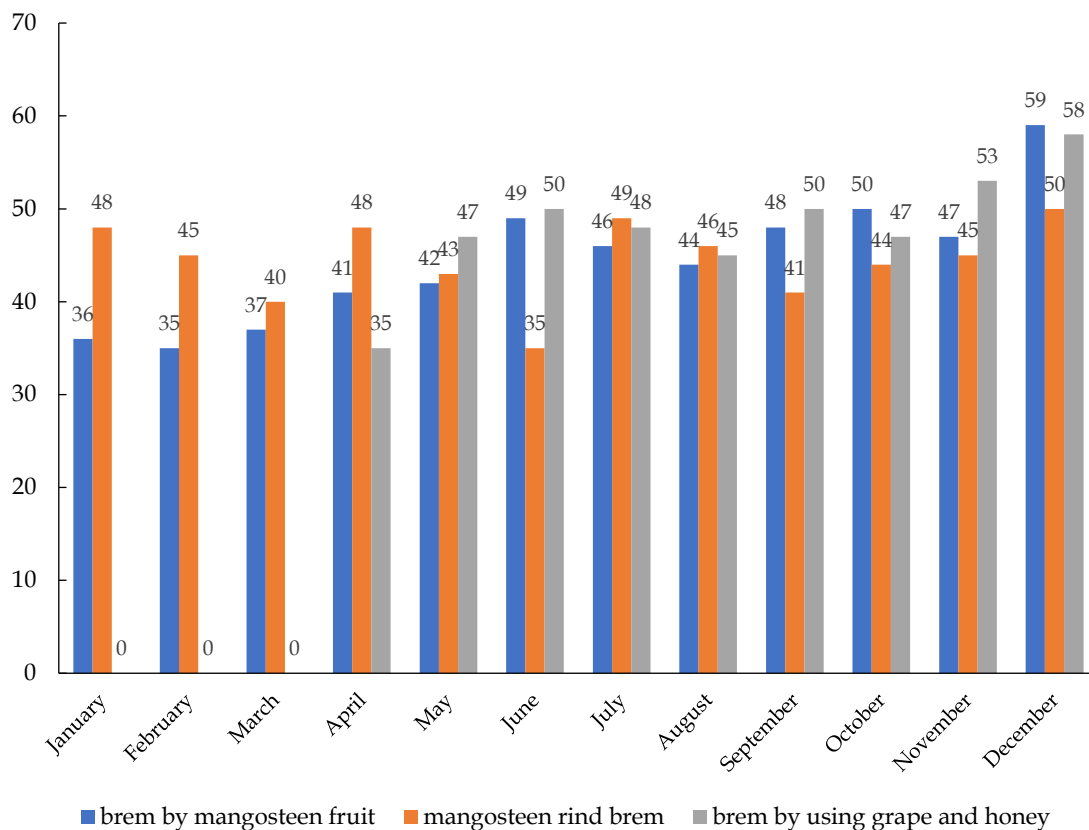


Figure 5. Sales of brem (bottles) in 2021

In Figure 5, it can be explained that the fruit brem produced can be sold every month, with the lowest sales being 35 bottles. Sales of brem experienced a significant increase of 98.81% during 2021 with the highest sales level in December with 167

bottles. At that time, there was an increase in demand from the local community and field visits by agencies. Quarterly data showed a significant increase in sales of brem in the second quarter of 61.83%, mainly due to increased sales of the brem by

using grape and honey variants in April. During 2021, there was a downward trend in sales of the mangosteen rind brem variant per quarter, except for the fourth quarter, which experienced an increase. Meanwhile, the brem using grape and honey variant experienced a trend of increasing sales each quarter. The lowest price offered is Rp. 35,000, - and it is possible to sell it more expensively if the one who buys it is a tourist.

Marketing Strategy of Sidetapa's Fruit Brem to be a Leading Tourism Product in Buleleng Regency

The Brem made from local fruit of Sidetapa Village has passed the innovation product selection at the district level and won first place, which was determined through the Decree of the Buleleng Regent Number 050/530/HK/2021 concerning the Winners of the 2021 Buleleng Regency Innovation Creation Competition. He has a good image on the product of Sidetapa's fruit brem. [Hartley \(2019\)](#), is of the view that the image at the individual level of a person's image or image is made by gestures with the intention that other people understand their appearance, this also occurs in product images. For Brem products, winning first place will give a different image to other products, which in this case, is the element of product innovation.

Brem products have been produced since 2019, when farmers in the village received training in agricultural product processing techniques, one of which was processing local raw materials into brem drinks. The training provided is

still in the introduction stage of processing techniques and has not touched on effective and efficient production techniques, whereas the current training aims to make farmers in Sidetapa Village able to produce derivative products from their agricultural products. In this context, the presence of food processing technology has an impact on the production of derivative products that are not only able to be a solution in overcoming abundant harvests so that the price of agricultural products decreases, but also provide added value through the creation of various food and beverage products. Every innovation [Ngafifi \(2014\)](#), was created to provide positive benefits for human life, where technology is intended to solve every problem faced by humans. Meanwhile, innovating requires training, which training [Nugraha \(2022\)](#), is very important for those who do not know about product innovation. The availability of potential supported by the knowledge in innovating, has made Sidetapa's fruit brem products able to develop and even exist since 2019 until now.

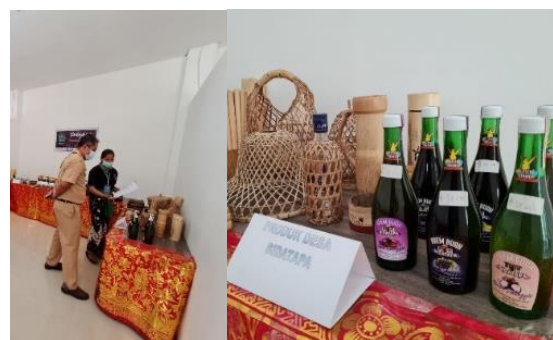


Figure 6. Brem published in academic event

In Figure 6 the product of Sidetapa's fruit brem is introduced to the people of Buleleng which presents

elements of academia, government, private institutions, and the general public through the "Inbis Open House" activity organized by the Business Incubator of the Ganesha University of Education Marketing is an important activity in a business that aims to make the product accepted by the market. The fruit brem products are often included in local and national exhibitions. Through exhibitions, products can be marketed directly to consumers who visit the stand where the Brem products are displayed. Exhibitions as a way to promote business and salespeople [Priyono et al. \(2016\)](#), can help increase consumer knowledge, namely exhibition visitors about a product being displayed, and allow for sales to occur both during the exhibition and after the exhibition. Because, at the time of the exhibition, sellers can interact with consumers and provide opportunities to explain the products on display in detail. In exhibition activities, an introduction event between sellers and consumers can also take place, which provides continued opportunities for post-exhibition sales.



Figure 7. Local exhibition to promote brem

Being a superior product at the district level, Sidetapa's fruit brem products are always present and promote them at local exhibitions organized by the district government and academics. The district government is trying to provide space for local product craftsmen who have been able to innovate. Figure 7 is the participation in the exhibition of Sidetapa's fruit brem products at the exhibition held by the Ganesha University of Education which on several occasions provided a promotional space for local business actors (MSMEs) in Buleleng Regency.



Figure 8. "Kolabpreneur 2022" event help to promote brem in national level exhibition

Kolabpreneur is an activity given to creators and innovators to express ideas to create various solutions to the problems that exist in life. In 2022, Stimik Primakara, which is an educational institution in Bali with a focus on IT education, will be the venue for the Kolabpreneur implementation, which is held in collaboration with WU Hub, the National Research and Innovation Agency (BRIN) and the Indonesian Ministry of Tourism and Creative Economy. Activities that raise four strategic issues, namely green innovation, social innovation, creative innovation, and culinary innovation, have provided opportunities for the

general public, including the fruit brewers of Sidetapa Village. Figure 8 shows that the activity, which was held at Stimik Primakara on September 8–11, 2022, provided an opportunity to promote the Sidetapa's fruit brem product. The role of academics and government [Yusnita & Wibawa \(2020\)](#), is very much needed in producing competitive business actors, especially for beginners. Assistance in production, marketing, and human resource development can be done through the cooperation of the government and academia, both as facilitators and catalysts.

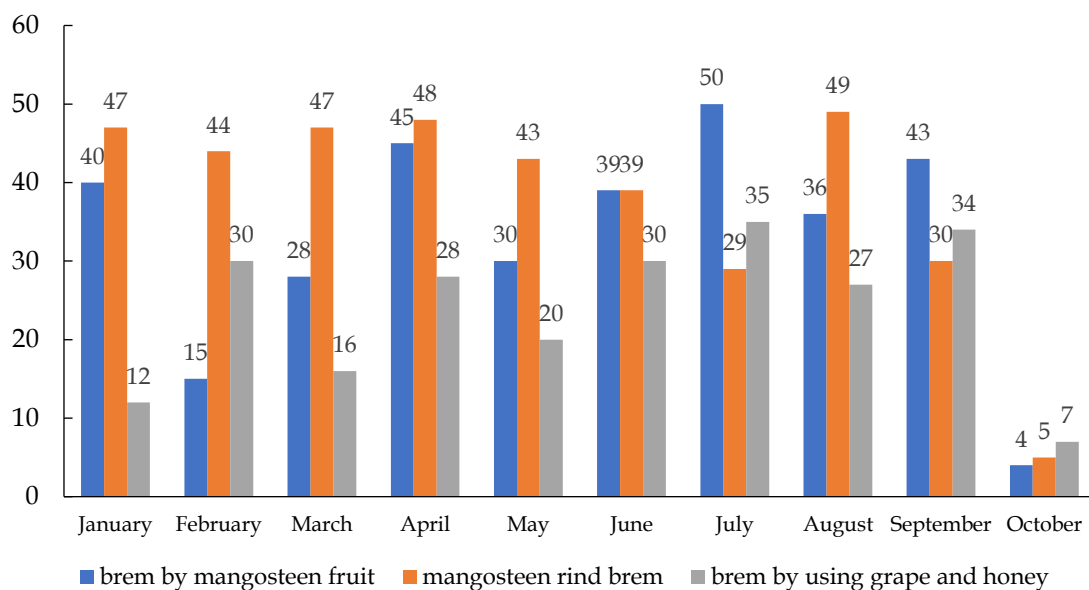


Figure 9. Brem sales progress in 2022

Sales in 2022 look up and down per month, which is quite significant. Figure 9 showed, in the 2022 period, sales of brem until September were stagnant, with a significant increase in sales in April (32.97%) and June (16.13%) and a significant decrease in May (23.14%). The latest data in the first week of October 2022, product

sales can be known, namely 4 bottles of mangosteen brem, 5 bottles of mangosteen skin brem, and 7 bottles of grape brem. In 2022, fruit artisans will experience several problems outside of production, but family problems and high activities outside the village that impact productivity, as well as marketing, are experiencing problems.

To overcome this, the companion team tried to approach by conducting sales cooperation at bamboo corners, Sidetapa stalls, and providing opportunities to participate in several exhibitions of MSME products. In the future, further assistance provided by academics and district governments is needed, both in production and marketing.

CONCLUSION

Sidetapa's fruit brem can become a superior product in Buleleng Regency after receiving further assistance from academics, namely Ganesha Education University, through the partner village development program (PPDM). In the three-year mentoring program, several improvements were made to production and marketing techniques. More attractive packaging impacts people's buying interest both from the village and outside the village, even in other districts in Bali.

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