

Silver and Culinary MSMEs Assistance in the Purbayan Tourism Village through Synergized Promotional Design

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Abstract

Purbayan Tourism Village is one of 17 tourist villages that received a decree from the Yogyakarta City Government, located in Kotagede. This area has a unique cultural potential that exhibits both historical and cultural wealth in the form of traditions that exist even today. These traditions include traditional culinary arts, silversmithing and batik craft. However, the potential of this cultural heritage is not visible when compared to the development of the Purbayan Tourism Village. Promotional efforts from business groups and tourism are lacking synergy. Based on these problems, this community service activity aims to assist Micro, Small and Medium Enterprises (MSMEs) to design synergistic tourism promotions. MSMEs that became community service partners are Kopi Lumbung Mataram culinary shop and Studio 76 silver art school. The implementation of this activity uses a user-centered approach to design thinking. In this method, partners as users are actively involved in Focus Group Discussions and workshops on content design and tourism promotion strategies in synergy. The activities described in this paper are understanding, observing, defining point of view, and ideation phase of design thinking. The activity resulted in the promotion concept of Studio 76 silver art school in the form of a draft booth design for silver making exhibitions and photography designs for culinary products of Warung Kopi Lumbung Mataram. Promotion synergy between the two MSMEs is carried out by combining the two tourism service products into an interactive exhibition. The collaboration of these MSME's aims to promote and increase the number of visitors to the area.

Keywords: *culinary stall, interactive exhibition, silversmith, synergy promotion design, tourism village*

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Introduction

Purbayan Tourism Village is located in Purbayan Village, a district of Kotagede. The Kotagede area is the ancient city of the former Islamic Mataram Kingdom which was founded in 1532 AD (Dinas Kebudayaan Kota Yogyakarta, 2021). This historical site has inherited an old city landscape that is rich in cultural and traditional values so it has become a leading tourist destination in the city of Yogyakarta. Tourist destinations in the Kotagede area do not only focus on physical artifacts from the Islamic Mataram Kingdom but also on traditional village life in it. One of them is Kampung Purbayan which has developed into a tourist village with six potential categories as shown in Figure 1, namely: buildings, arts, customs, crafts, agriculture, and culinary (Kelompok Sadar Wisata Purbayan, 2022).

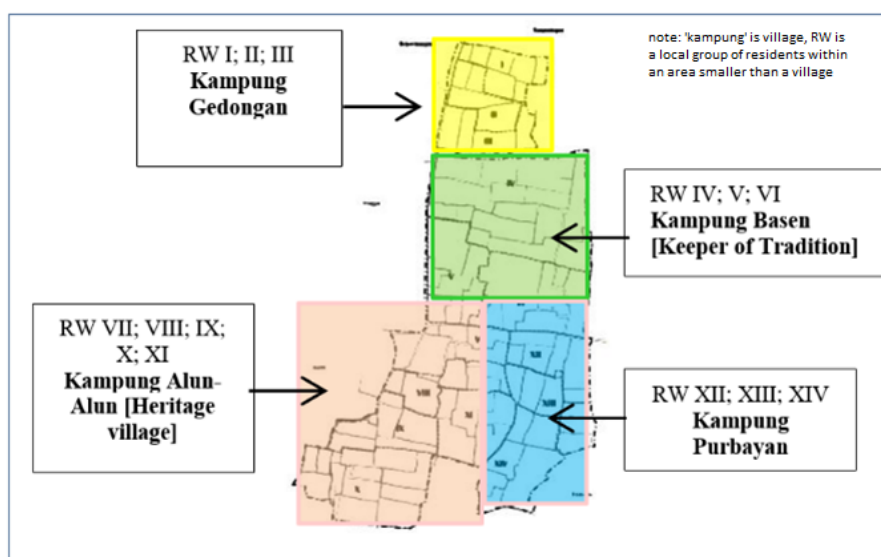


Fig. 1. Map of the potential distribution of Purbayan Village in Kotagede District

As shown in Figure 1, Kampung Purbayan has the same superior potential as other villages. However, in this village, there is the Mataram Food Barn, a food security effort during the Covid-19 pandemic which was established with the support of the Agriculture and Food Bureau of the City of Yogyakarta (Kelurahan Purbayan, 2020). The Mataram Food Barn has developed into an alternative tourist attraction in the Purbayan Village which is supported by the existence of the Kopi Lumbung Mataram culinary shop. This culinary shop is a family business placed in a traditional Javanese house which was founded in 1750 and received a cultural heritage building award (Kuncorojati, 2021). The uniqueness of this culinary shop is not only seen from the traditional building but also from the traditional menu and the

involvement of local residents in making traditional food. Due to its uniqueness and ease of access, this culinary shop has become a destination for tourist events, such as the Monalisa bicycle tour in Yogyakarta City and guest visits with special events as part of tour packages (Wiyatiningsih et al., 2021).

Figure 2 shows the function of Kopi Lumbung Mataram as the finish-line as well as the destination of the Yogyakarta City Monalisa bicycle tour. The dining room for entertaining cyclists is in the front yard, which is separate from the dining room for regular visitors. This culinary stall serves as a mainstay of traditional food, namely rice wrapped in teak leaves. While enjoying their meal, the cyclists are also entertained by the strains of keroncong music played by a local arts group.



Fig. 2. Kopi Lumbung Mataram as a destination and finish location for the Monalisa Bicycle Tour in Yogyakarta

The superior potential that is also owned by Kampung Purbayan is in the silver handicraft industry, both in the form of a sales transaction business and workshop for making silver handicraft. One of the industries that provides workshops for making silverware is Studio 76. The workshop is packaged as a silversmith course with varying durations. Silversmith course participants receive guidance from craftsmen to practice making silver jewellery, from the design stage to finishing (Figure 3). According to Mr. Agus Budiyanto, chairman of the Purbayan Tourism Village and owner of Studio 76, the target market for this silversmith course business is foreign tourists, especially from France. Therefore, this business was greatly affected by the Covid-19 pandemic which limited the movement of people.

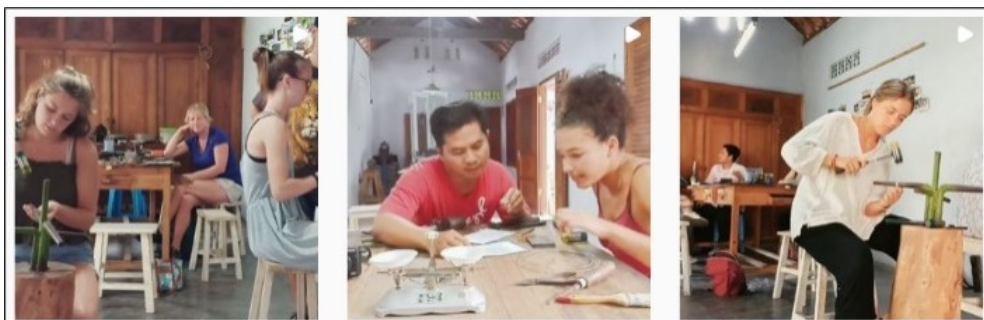


Fig. 3. Silversmith course at Studio 76, Kampung Purbayan
Source: <https://instagram.com/silverstudio76>

Kopi Lumbung Mataram and Studio 76 are the leading tourism potentials in the Purbayan Tourism Village. Both of these businesses have the potential to become a magnet for tourist visits to this village. Currently, the development of Kampung Wisata Purbayan feels slow, even though it has great potential because of its location in the Kotagede heritage area. Gusti Kanjeng Ratu Bendara, a judge in the Pokdarwis competition for the Yogyakarta City Tourism Bureau in 2022, stated that Kampung Purbayan naturally already has extraordinary potential. However, synergized management between tourism components is needed to increase tourist visits to this village. The assistance of silver and culinary MSME to be tourist attractions in the Purbayan Tourism Village also became the focus of this service activity.

Based on the background and problems found in Kampung Wisata Purbayan, this community service activity aims to design a synergized promotion design between business groups (MSMEs) that can increase MSME attractiveness as a tourist destination in Kampung Wisata Purbayan. Besides finding the uniqueness of silver and culinary as local potency, designing the display of silverware and workspace was the result of this service activity. Considering their potential and contribution to the development of the Purbayan Tourism Village, Kopi Lumbung Mataram and Studio 76 were selected as MSME partners in this community service activity.

Methods

This community service activity uses a user-centered approach with the principle of design thinking which involves users in every design process to produce innovations that suit user needs (Lewrick, Link, & Leifer, 2020). Design thinking is an appropriate methodology for seeking innovation in the field of tourism that explores problems and solutions from each

stakeholder in a participatory manner (Krasae-in, 2021; Mahato et al., 2021; Sándorová et al., 2020; Seraphim & Haq, 2019).

Design thinking is a circular design process with seven stages: understand, observe, define a point of view, ideate, prototype, test, and reflect (Figure 4). The understand – observe – define a point of view stage is a space for finding problems. The process will be continued with a problem-solving space which includes the ideate – prototype – test – reflect stage.

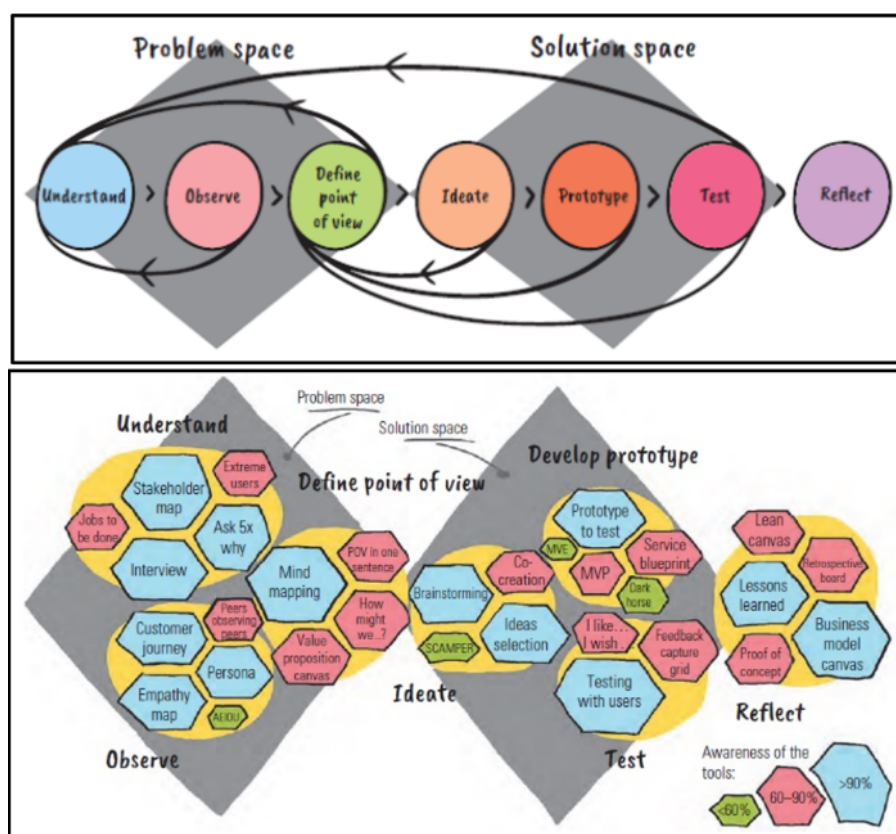


Fig. 4. Method of implementing design thinking
 Source: Lewrick, Link, & Leifer, 2020

The user-centered approach in design thinking involved users in every stage of the process, which was carried out through interviews with tourists or visitors and Focus Group Discussions (FGDs) with MSMEs and the management of the Purbayan Tourism Village. The aspirations of all components of tourism organizers who are partners in this community service activity were captured through Focus Group Discussions and workshops. FGDs were carried out in this community service, as a technique to collect qualitative data that will be used by decision-makers. Through this method, attitudes, beliefs, and expressions, as well as terms commonly

used by participants were easier to understand (Paramita & Kristiana, 2013), while the workshop was an informal program that has a teaching and learning implementation method and encourages participants to be active (Suprayekti & Anggraeni, 2017).

According to Lewrick, Link, & Leifer (2020), the design thinking applied to this service activity aims to achieve synergistic strategic goals for the two service partners, with the following stages:

A. UNDERSTAND

This phase is an exploration of the thoughts of each stakeholder covering the following activities:

1. Mapping lead users and extreme users; conducted as part of visitor profiling and diversification.
2. 5W+1H, stakeholders mapping, and interviews; to explore the thinking of concerned parties and their interactions

B. OBSERVE

This phase is a follow-up step to understand the experiences (both positive and negative) of the stakeholders involved.

1. AIUEO, customer journey, empathy map, peers observing peers; conducted to explore the depth of experience
2. Trend analysis, question analysis builder, persona/user profile; carried out to provide a framework that will facilitate the process of identifying and exploring ideas

C. DEFINE POINT OF VIEW

This phase focuses on problem-building, contextualization, and the interaction of each related element to define the gaps that occur.

1. Define success, context mapping, critical items diagram, and vision cone; carried out with stakeholders to equalize perceptions and look for points of interaction from each element
2. Storytelling is built to help explain the problem statement
3. How Might We (HMW) is carried out together with the problem statement as an introduction to the idea development proposal.

D. IDEATE

Ideate generates a set of ideas to address unmet needs. This phase includes a variety of techniques, from brainstorming to mind-mapping and sketching (Sándorová et al, 2020).

E. PROTOTYPE (make a model)

Prototype is the stage of embodiment of the selected idea, as a representation of one or more ideas.

F. TEST

The test phase focuses on obtaining feedback through Observation and interviews with users.

G. REFLECT

Reflection is an important stage for learning from the whole process and is a way to improve creativity and innovation skills (REMC Association of Michigan, 2019).

The discussion of this paper focuses on the problem-finding space (understand – observe – define point of view). Meanwhile, the problem-solving space is only discussed up to the ideate stage, following the progress of community service activities.

Results and Discussions

The implementation of community service activities was carried out by the design thinking stage, which involves the community service implementation team and the community service partners; silversmith (Studio 76) and culinary (Kopi Lumbung Mataram) MSMEs. The stages of implementing community service activities that have been held are as follows:

A. Understand

The understanding stage is a process of exploring the thoughts of all stakeholders through:

- 1) Participation of the community service team in judging the Tourism Village Competition in Purbayan Village: this activity was carried out on March 9, 2022 (Figure 5). The community service team gained an understanding of the Purbayan Tourism Village as a whole through an explanation delivered by the management of the Purbayan Tourism Village and the jury's response to this presentation. Based on the results of the judging of the Purbayan Tourism Village, it is known that this village has extraordinary potential attached to the existence of a village in the historic site of Kotagede. However, the management of this potential is still partial, so it is necessary to develop a synergistic promotion strategy.



Fig. 5. The judging process of the tourism village competition at Pendopo Sekretariat Kampung Wisata Purbayan, District of Kotagede

2) Discussions with silversmith and culinary MSME partners: silversmith MSME partner was represented by Mr. Agus Budiyanto, owner of the Studio 76 as well as head of the Purbayan Tourism Village. Meanwhile, the culinary MSME was represented by Mr. Arif Wijaya, one of the owners of the Kopi Lumbung Mataram coffee shop. As shown in Figure 6 and Figure 7, discussions were held at the Kopi Lumbung Mataram coffee shop with the following topics:

- Discussion on March 10, 2022

Initial discussion of community service activities regarding synergized promotion strategies as a follow-up to the judging of the tourist village competition. The discussion resulted in collaborative promotion ideas between the two partners in the form of an exhibition of Studio 76 products and services, as well as an exhibition and branding of superior culinary products at the Kopi Lumbung Mataram coffee shop (Figure 6).



Fig. 6. Preliminary discussions with MSME partners Studio 76 and Kopi Lumbung Mataram

- Discussion on May 27, 2022

Follow-up discussions to obtain more detailed ideas about synergized promotion between the two partners were held at Kopi Lumbung Mataram. The discussion resulted in criteria and equipment requirements for the Studio 76 product and service exhibition, as well as its placement at Kopi Lumbung Mataram. Meanwhile, the need for the exhibition of superior products and culinary branding of Kopi Lumbung Mataram was culinary product photographs and narratives on each product (Figure 7).



Fig. 7. Follow-up discussions with MSME partners Studio 76 and Kopi Lumbung Mataram

The ideas generated through the two discussions were then processed into a list of activities as a reference for carrying out the next stage, namely observing.

B. Observe

The observing stage was carried out through surveys, both directly in the field and through electronic media. Observations were made to obtain information about the products and services that are used as promotional materials, the need for equipment, and the availability of space for exhibitions at Kopi Lumbung Mataram.

1) Observation of Kopi Lumbung Mataram (KLM) culinary products: conducted on 26 - 28 July 2022 to find out:

- available culinary products and superior products
- the type of visitors to Kopi Lumbung Mataram
- room for visitors and room for serving food products

Figure 8 shows the observation process by taking photos of the selected culinary products according to the KLM owner's recommendations from the mainstay menu. There are four KLM mainstay culinary products, namely: Kopi Lumbung Mataram, Sego Lumbung Mataram, Bakmi Jawa, and Soto Ayam Kampung.



Fig. 8. Photo taking activities for the Kopi Lumbung Mataram mainstay culinary products

Observation of the dining area at KLM was carried out in the outer and inner zones. The outer zone is located outside the yard, in the form of a limasan house with a cowshed-shaped gazebo and garden benches. The extraordinary zone is used to receive group customers such as bicycle tours and official meetings of government employees. The outer zone has a large open space equipped with a garden and playground (Figure 9).



Fig. 9. The dining room in the outer zone which is equipped with a limasan building (top) and a playground (bottom)

The inner zone consists of several building units in the form of a pavilion, gazebo, and terrace. These buildings are located in residential complexes with traditional Javanese architecture (Figure 10). The dining room in the inner zone is usually used to receive small daily visitors. Sometimes the dining room in the inner zone is also used for meetings of village officials and the public.



Fig. 10. The dining room in the inner zone which is in the environment of a traditional Javanese house area

2) Observation of MSME Silversmith: carried out to find out the process, workspace for silver crafting, and display of handicraft goods produced, including:

- workbenches for silver crafting practice
- equipment
- the size of the worktable is functional and ergonomic

Observations were made on two models of silver crafting workspaces, namely the silversmith workshop and the exhibition stand or booth:

a. The Observation of the silversmith workshop was carried out on 13 August 2022 in conjunction with the “Tilik Kotagede” bicycle tour which aims to explore Kotagede's local potential, including silver crafting.

b. Observation of exhibition stands or booths was carried out through two events at the same place, at Kopi Lumbung Mataram:

- Launching of Kampung Wisata Purbayan branding on 5 August 2022
- Bike tour "Tilik Kotagede" on 13 August 2022



Fig. 11. Workspace and silver crafting equipment in a silversmith workshop

Figure 11 shows the workspace and equipment for making silverware in a silversmith workshop located in Kampung Purbayan. The workspace is used by several craftsmen who work together through various stages of the process.



Fig. 12. Workspace (left) and silver crafting equipment (right) at the exhibition booth of Kampung Wisata Purbayan brand launching

Figure 12 shows a workbench and silver crafting equipment used as an exhibition booth at the Kampung Wisata Purbayan brand launching event. Judging from its shape and dimensions, the workbench showed little difference from the workbenches used in the silversmith workshops.

The observed bench and silver crafting equipment were used as a reference in the ideation stage.

C. Define Point of View

In the defining point of view stage, the team processes the results of the discussions with the stakeholders and the observations that were made into a strategy that was adapted to the values shared by both MSMEs, the environment, and related contexts. The first exploration carried out was determining the parameters of success for Kopi Lumbung Mataram and Studio 76, which resulted in three important results, i.e.:

- 1) an increase in the number and category of customers
- 2) provides a 'napak tilas' (looking back) experience
- 3) 'nyengkuyung' or synergy between all stakeholders' works

Figure 13 shows the process in which the success parameters are elaborated by exploring the context (context mapping), determining the important aspects and their flow (critical items diagram), and vision cone for conditions before and conditions expected.



Fig. 13. Exploration of the context, aspects, and successes of Kopi Lumbung Mataram and Studio 76

In the synthesis process above, it can be concluded that the need that arises is the need for synergized promotion of Kopi Lumbung Mataram and Studio 76 by bringing out uniqueness as an attraction. The unique cultural environment of Kampung Purbayan is one of the contexts for developing solutions. Several other things that must be considered are customer characteristics, customer activity, advantages (gain points), and disadvantages (pain points) for each MSME. From the exploration of the four discussions, solutions in the context of

promoting synergy in Kampung Purbayan can emerge (Table 1). The individual working-desk for the practice of making silverware and handicraft products can be placed at Kopi Lumbung Mataram as a point of interest for Studio 76. For the same purpose, photos of typical Purbayan culinary products along with narratives can be displayed at Studio 76 to bridge customers to Kopi Lumbung Mataram.

Table 1. Determining solutions based on the characteristics of MSMEs

KOPI LUMBUNG MATARAM	STUDIO 76	SOLUTION
Customer		Display of Purbayan culinary products: food photography & narrative
Individual Family Small to big groups (leisure or sports community)	Individual Small group	
Activity		Display of silver crafting practice & handicraft products at KLM: exhibition booth
Eating Resting Light discussion	Crafting silver jewelry	
Gain Point		
Distinctive cultural atmosphere Great culinary taste	Educative Relax	
Pain point		
Limited information Lots of unoptimized free space	The number in the local customers category is less than in foreign customers category	

D. Ideate

The ideation stage or building ideas was carried out after compiling design criteria obtained from the three previous processes: understand, observe, and define the point of view. The ideation stage in this community service activity produces ideas in the form of:

- 1) Display of silver crafting practice: the silversmith workshop at Studio 76 focuses more on simple techniques of making rings and pendants. The process flow has six sub-activities: a) drawing the pattern on the silver sheet; b) cutting the silver sheet according to the pattern, c) forming; d) adding texture to the surface of the material (if needed); and e) welding (if needed).

The idea was developed after determining the design criteria for silver crafting tools in the display area, namely:

- easy to move (portable)
- concise (compact)

- comfortable and ergonomic
- can be produced by local workshops

The work zone is divided into two, namely the Main Zone which accommodates the needs of sub-activities 1-4, and the Additional Zone, namely the welding zone which involves a heat source. The project agreed to explore the design of the Main Zone. User-behavior observation, brainstorming, and mind-mapping results showed contact points for each sub-activity derivative and design solution criteria. The purposed product should not be a solid main furniture (e.g., a folding worktable) but rather a complementary product to an existing table (e.g. a table provided by an exhibition booth) with a height of approximately 70 cm and a working area of 60x60 cm. A double clamp system was applied to the selected design to answer two needs: the stability and strength of the working medium to accommodate the pressure (force) generated by the user when performing sub-activities, and to accommodate different table thicknesses.

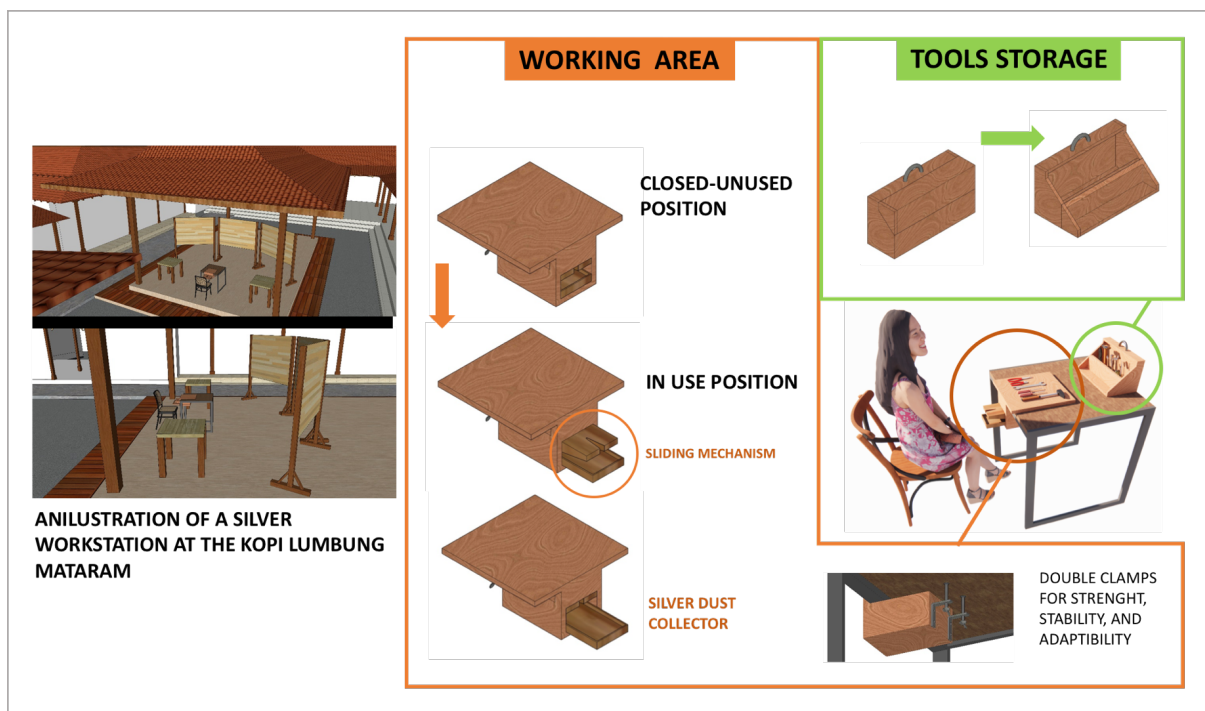


Fig. 14. Final designs for silverware displays and the worktable

Figure 14 shows the chosen design which involves three elements:

a) Flat working medium

This area is used to perform the sub-activities of drawing patterns on silver fields, basic cutting, and shaping. In these three sub-activities, eye interaction in the work area is very intensive. The user's body position must be naturally facing and close to the flat work medium. The minimum working medium area is 30x30 cm for reach and adequacy of hands working on small products. This dimension also considers the area of the table.

b) Vertical cutting medium (sawing)

The sawmill work area on silverware is unique.

- The means of holding the object in the form of a jewellery's bench pin with V-slot (with an inward groove in the middle) so that the user does not damage the table when using a jewelry saw.
- The height of this area must be adjusted to be at elbow height from the ground level 65-73 cm (5th percentile, Indonesian population) so that the user is in a natural arm position when sawing (forearm bends 90°) and the energy expended is more efficient.
- The silver dust collector slot is a very advantageous component. Collected silver dust can be reused in welding or brazing.

Due to the uniqueness mentioned above, the sawing area was placed under a flat work medium. This sawing facility is equipped with a slider mechanism resembling a drawer so that it can be positioned if needed and does not interfere with the user's comfort when carrying out activities on flat work media.

c) Storage of work tools

Tools used in basic silver crafting fall into two categories:

- Large tools, such as metal hammer, rubber mallet, ring curve shaper cone stick, metal scissors
- Small tools, such as inlay, files, sandpaper, wax pads

The final designs of tool holders have two compartments to accommodate the two main equipment categories.

2) Posters of Kopi Lumbung Mataram culinary products: from the results of observations and further discussions with the Kopi Lumbung Mataram owners, Kampung Purbayan has several specialty foods that they also provide. Four mainstay menus were selected (Table 2) to be presented at Studio 76 so that when customers are resting or completing the silver

crafting workshop activity, they can experience Kampung Purbayan with other sensory experiences.

Table 2. Kopi Lumbung Mataram mainstay menu

Name of Food/ Drink	Special feature	New Product Photograph
1. Kopi Lumbung Mataram	Brewed coffee with spices.	
2. Sego Lumbung Mataram	Package of rice with side dishes wrapped in teak leaves. Basic dishes: omelet, shredded chicken & empal.	
3. Bakmi Jawa	Fried noodles and godhog noodles (boiled), can add rica-rica (whole chicken and 1/2 chicken), meat filling, not dressing.	
4. Soto Ayam Kampung	The rice is mixed or separated.	



Fig. 15. The Poster of Sego Lumbung Mataram

Many culinary menus in Kopi Lumbung Mataram represent Yogyakarta's local cuisine, such as Bakmi Jawa, Soto Ayam Kampung, and Sego Lumbung Mataram. Brewed coffee, often ordered by tourists, also became the beverage's mainstay menu. Based on the study of the local mainstay menu, Sego Lumbung Mataram was selected to be an iconic culinary menu in Kopi Lumbung Mataram. Therefore, it needs to be promoted through posters that explain the uniqueness of the taste.

Conclusion

Design thinking applied in community service activities assisting MSMEs in silver crafting and culinary experience in Kampung Purbayan is the suitable method because these community service activities produced attractive product designs and tour activity packages and supported the improvement of the quality of MSME partners. The appropriate strategy is the synergized promotional design in the form of a collaborative exhibition (expo) on making silverware and culinary product posters at Kopi Lumbung Mataram (KLM). On the one hand, the KLM is a well-known culinary destination for groups and individuals. On the other hand, the display of the process of silver crafting of Studio 76 at KLM will open visitors' insight into the local potential in Kampung Purbayan apart from culinary delights.

The design thinking stage applied in community service did not go completely smoothly, especially related to the very limited time availability of MSME partners. After the Covid-19 pandemic, this would be a good opportunity and cannot be missed by MSME partners who work as tourism service providers where the demand for tourist guiding is increasing. With the increasing busyness of the MSME partners, the Focus Group Discussion activities must be postponed until the right time is found. Even so, the ideating process could be carried out internally by the community service team, i.e., designing exhibition stands or booths for silver crafting and posters for MSME products. The results of this idea will be discussed in FGDs involving MSME partners, village administrators, and the Purbayan Tourism Village community as relevant stakeholders.

From the series of design thinking stages that have been carried out in this community service activity, it can be reflected that the synergized promotion design process in the form of exhibition booth product designs and culinary product posters requires the involvement of partners as well as users of the results of this product design. The involvement of these partners

through interviews and discussions plays a significant role in determining the superior local potential and branding of Kampung Purbayan. In this case, community service partners are experts who understand the local context and potential. However, assistance is needed to formulate promotion strategies that are more efficient and have an impact on improving product quality, tourism, and tourist visits. Therefore, the participation of the community service team as academics in assisting silversmith and culinary MSME partners in Purbayan is still very much needed in the future so that the MSME partner businesses and the existence of the Purbayan Tourism Village will be sustainable.

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