

Cultural Festivals as Drivers of Community Economic Empowerment

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ABSTRACT

This study explores the impact of a local cultural event on income and economic welfare in a rural Indonesian community. Using a qualitative approach with interviews, focus group discussions, and participatory observation, the research captures community perceptions and key success factors. Findings show that the event positively influenced local income, especially for small businesses, while also strengthening social cohesion. Challenges included limited infrastructure and weak promotion. The study suggests involving the community more in event planning and enhancing supporting facilities to ensure broader benefits. Overall, the event demonstrates potential as a tool for community-based economic empowerment and offers insights for developing similar initiatives in other regions

INTRODUCTION

Cultural events are increasingly recognized as strategic tools for stimulating local economic development, particularly in rural areas facing persistent economic challenges. In several regions of Indonesia, economic stagnation is reflected in low per capita income and high unemployment rates, largely due to limited formal job opportunities. Many residents depend on the informal sector, which often lacks long-term security and fails to provide sustainable welfare. According to Indonesia's Central Bureau of Statistics (BPS, 2023), regions with limited employment diversification face greater risks of economic vulnerability, emphasizing the need for alternative community-based solutions. Cultural festivals, with their ability to attract visitors and mobilize local resources, have emerged as one such alternative.

Beyond their economic significance, these events play a broader social role. Prior studies Prasetyo & Syafrini (2023) demonstrate that community involvement in event-based economic activities fosters social solidarity and collective empowerment. Events also serve as platforms for creative expression, entrepreneurship, and cultural preservation, contributing to both material and symbolic dimensions of community well-being. A compelling example is the Lovely Toraja event, which significantly increased employment absorption (46.64%) and improved income for business owners (92.12%) and workers (69.20%) (Lotim & Damayanti, 2017). These findings support the hypothesis that cultural events can become catalysts for inclusive local development.

As cultural and economic initiatives, such events create opportunities for local entrepreneurs, artists, and creative communities. They stimulate local production—such as culinary specialties, crafts, and tourism services—while encouraging interaction among citizens. This process enhances social capital, builds trust, and fosters a more inclusive economic ecosystem. Local communities, when actively engaged in these events, not only generate income but also develop a stronger cultural identity and social resilience.

This research contributes to knowledge enrichment by addressing a gap in previous studies, which have often overlooked how grassroots cultural events directly affect the economic and social welfare of rural populations. While earlier research Kurniasari (2021) focused on community perceptions in general development programs, they lacked specificity in assessing the economic impact of cultural events. Additionally, this study offers a unique and context-specific sample by focusing on a rural Indonesian community with untapped tourism potential, making it valuable for both academic discourse and policy-making.

Using a qualitative approach, this study investigates how a local cultural event influences income generation and community welfare through in-depth interviews, focus group discussions, and participatory observation. It explores the community's perceptions of the event, the opportunities and challenges it presents, and the factors that influence its success. Ultimately, this research aims to provide insights for designing more effective, inclusive, and sustainable community-based cultural initiatives that link economic empowerment with social cohesion.

LITERATURE REVIEW

Theory of Income and Economic Welfare

Community income is a crucial indicator in assessing economic well-being. According to Todaro and Smith (2020), an increase in income directly enhances people's access to basic needs such as food, education, and healthcare. In the context of local cultural events, this theory is relevant because such events have the potential to generate new economic opportunities, including temporary employment, increased sales of local products, and broader economic circulation. This aligns with the economic concept of the multiplier effect, in which the economic impact of an activity extends beyond its immediate participants to benefit the wider community.

Event and Tourism Theory

Events are often positioned as catalysts for regional tourism and economic development. Getz (2012) emphasizes that cultural and tourism events not only provide entertainment but also serve as strategic tools for enhancing local visibility, attracting visitors, and promoting local goods and services. The effectiveness of such events depends significantly on how well they are planned and executed. This theory provides a foundation for analyzing how the studied event contributes to the visibility and market access of local entrepreneurs.

Community Participation Theory

Community engagement is a determining factor in the success and sustainability of development initiatives, including cultural events. Arnstein's (1969) "Ladder of Citizen Participation" theory illustrates that genuine involvement—especially in planning and implementation stages—can foster a sense of ownership and accountability among local residents. In this study, community participation is examined not only in terms of attendance but also through their roles as organizers, business actors, and supporters of the event.

Social Solidarity Theory

Émile Durkheim, as cited in Prus (2019), posits that social solidarity is essential for maintaining harmony within communities. Local events can act as platforms for social bonding through shared experiences and collective efforts. The sense of togetherness fostered by such events enhances community cohesion and can indirectly support a more stable and supportive economic environment.

Theory of Social and Economic Impact

Fredline, Jago, and Deery (2002) argue that the social and economic impacts of events vary depending on their scale, purpose, and implementation. Social impacts include enhanced community identity, reduced social tensions, and increased collective pride, while economic impacts range from income generation and job creation to increased economic activity. This study utilizes this framework to explore the perceived benefits and challenges surrounding the local event being studied, particularly in how it affects both social dynamics and economic conditions in the community.

These theoretical perspectives provide a comprehensive lens through which the role of local cultural events in shaping community welfare can be analyzed. They also offer conceptual tools for interpreting participants' narratives and the underlying meanings expressed during fieldwork. By integrating these frameworks, this study aims to produce a rich and contextually

grounded understanding of the interplay between cultural events, economic empowerment, and social cohesion.

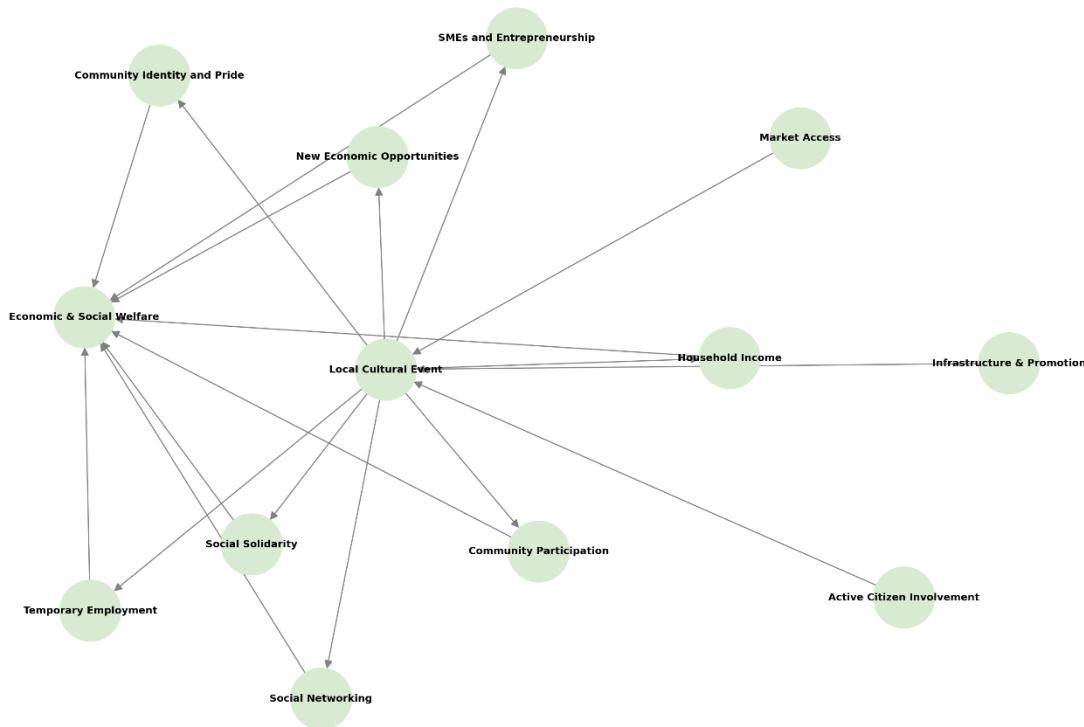


Figure 1. Main Map Contextual Framework of Qualitative Research on Local Culture Event

The contextual framework of this study positions local cultural events at the center of social and economic transformation within the community. These events act as primary catalysts that trigger a variety of activities, both economic and social in nature. From an economic perspective, local cultural events generate new economic opportunities through activities such as bazaars, local product sales, food services, transportation, and more . These activities contribute to increased household income, particularly for MSMEs, street vendors, and informal workers (Muhammad Nailul, 2025) . Additionally, such events promote the growth of small enterprises and entrepreneurship by serving as platforms for product promotion and market expansion. In the short term, they also create temporary employment opportunities for individuals who previously had limited access to stable income.

On the social side, cultural events foster significant positive impacts. Community involvement—as organizers, participants, or supporters—reflects high levels of civic engagement. This enhances social solidarity through collaboration and shared experiences. The process also nurtures a sense of identity and community pride, as people feel their culture is acknowledged and that they are contributing to regional development. Moreover, events strengthen social networks that can support both economic and social initiatives in the future.

However, all of these positive impacts are highly dependent on several mediating factors, including adequate infrastructure, effective promotion, active citizen participation, and broad market access. Without these elements, the potential of the event may not be fully realized. Ultimately, the chain of outcomes leads to improved economic and social welfare. Welfare here is not limited to income growth, but also includes enhanced social relationships, increased mutual trust, and greater collective resilience in facing local economic challenges.

Previous studies consistently highlight the important role of cultural events in enhancing income and economic welfare, particularly in tourism-dependent and community-based regions. Active community participation is identified as a key factor in ensuring the success and sustainability of these events' economic impact (Prasetyo & Syafrini, 2023; Idawati, 2022). Cultural and tourism events contribute to increasing regional visibility, attracting visitors, and stimulating local economic activity—especially within the informal sector (Perdana et al., 2023; Wuntu et al., 2022).

Further studies show that events managed with strong community involvement tend to produce more sustainable economic benefits (Riyanto & Kovalenko, 2023), and lead to increased tourist visits and local income (Wibowo & Belia, 2023). Collaborative efforts between local governments and communities are also essential for long-term economic success (Hasanah et al., 2022), as events serve not only as income generators but also as platforms for empowering communities and developing organizational skills (Wati & Sudaryanti, 2021).

Based on these findings, the present study aims to explore local community perceptions of the economic impact of a cultural event, particularly in terms of income and welfare, and to identify the key factors influencing its effectiveness as a strategy for sustainable, event-based economic development.

METHODOLOGY

Research Method

This study employs a qualitative method, as it enables in-depth exploration of meaning and understanding from the participants' perspectives while focusing on relevant social contexts (Sugiyono, 2016). The research specifically investigates the perceptions and experiences of community members regarding the impact of a local cultural event on income and economic welfare. Data were collected through in-depth interviews, focus group discussions, and participatory observation, allowing the researcher to comprehensively explore social dynamics and economic effects.

Population and Samples

The study population includes residents of Gondanglegi who were directly or indirectly involved in the cultural event, such as local entrepreneurs, event organizers, and community participants. A purposive sampling technique was used to select 15 informants representing three groups:

- **Local business actors**, who experienced direct economic effects of the event (e.g., increased sales and promotion opportunities);
- **Event organizers**, who provided insights into planning, execution, and operational challenges;
- **Community members**, who shared perspectives as attendees and beneficiaries, especially regarding social cohesion and logistical issues.

This diverse selection ensured a well-rounded understanding of the event's impact across economic, social, and managerial dimensions.

Data Collection Techniques

- **Interviews:** Semi-structured interviews were conducted to explore participant views on how the event influenced income, economic welfare, organizational strengths and weaknesses, and both internal and external factors affecting event success.
- **Documentation:** Supporting data such as photos, videos, and written reports were collected as historical records to complement observations and interviews.

Data Analysis Tools

Data were analyzed using the interactive model by Miles and Huberman (1994), involving:

1. **Data collection,**
2. **Data reduction,**
3. **Data display,** and
4. **Conclusion drawing/verification.**

Additionally, a **SWOT analysis** was applied to identify internal strengths and weaknesses, as well as external opportunities and threats that influenced the effectiveness of the event. This combination of analytic tools provided a structured and strategic perspective on how the cultural event contributed to community income and welfare.

RESEARCH RESULT

The Role of the Event in Increasing Community Income

The findings indicate that the Pesona Gondanglegi event significantly contributed to increasing the income of local residents, particularly small business actors. Respondents reported that the event provided a strategic opportunity to expand market access, increase sales, and reach new customer segments. Its open nature and large audience—from within and outside the region—allowed local products to gain visibility and traction.

"This event really helped my business. Many visitors were interested in buying our products after seeing them at the booth." (Ani, 2024)

"Pesona Gondanglegi gave us a chance to meet new customers who are usually hard to reach." (Tono, 2024)

"Besides increasing our income, the event introduced our local products to outsiders. That's very positive for us." (Rini, 2024)

Small business owners also expressed a sense of empowerment, as they were given a platform to showcase their products.

"This event made small businesses like ours feel acknowledged and given space to grow." (Bagus, 2024)

"With Pesona Gondanglegi, our sales increased significantly as visitors were eager to buy our local specialties." (Siti, 2024)

The Event's Contribution to Economic and Social Well-Being

Beyond direct income increases, the event was also seen to enhance broader community welfare. Most respondents agreed that it created inclusive interaction spaces and strengthened social bonds and community solidarity.

"The event had a big impact on our income. Sales increased drastically during the event." (Andini, 2024)

"Aside from the economic benefit, this event also boosted our sense of unity. We felt more appreciated." (Budi, 2024)

In addition, business participants appreciated the opportunity to expand their networks and build collaborative relationships.

"With this event, our well-being improved. We earned extra income that really helped our families." (Rahmat, 2024)

"It wasn't just about money. We learned how to work with others and build a wider network." (Siti, 2024)

These insights demonstrate that the event fostered both material and non-material gains, contributing to sustainable community empowerment.

Strengths and Weaknesses in Event Implementation

Several positive aspects were noted in the execution of the event, such as the arrangement of vendor booths and local product promotion. However, challenges remain in areas like digital marketing, structured human resource involvement, and the absence of post-event evaluations.

"The product promotion went well, but digital marketing was still lacking. We need training on how to use social media effectively." (Ani, 2024)

"The booth layout was well organized, but it was hard to involve trained human resources. Specific training is really needed." (Bagus, 2024)

Respondents also highlighted the need for reflective assessments after the event:

"We need regular evaluations to know what worked and what needs to be improved."
(Rini, 2024)

"Our marketing strategy is still very basic, and we haven't optimized social media."
(Dewi, 2024)

Overall, while the event was successful in engaging the community, there is room for improvement in terms of professionalism, planning, and sustainability.

Internal Factors: Strengths and Weaknesses

From an internal management perspective, respondents acknowledged their strengths—especially product quality and strong customer relationships. These were seen as their main competitive advantages.

"Our strength lies in product quality and loyal customers, but we lack the capital to grow our business." (Tono, 2024)

"We have quality products and loyal buyers, but poor financial management is a major issue." (Rini, 2024)

Yet, weaknesses were also apparent—such as dependence on limited suppliers and lack of skills in digital marketing.

"We rely too much on one supplier, which makes us vulnerable." (Dewi, 2024)

"Our products are excellent, but our lack of digital marketing knowledge is a big disadvantage." (Zulaicha, 2024)

Additionally, logistical issues like traffic congestion and overcrowding disrupted the event's flow.

"Heavy traffic really disrupted access. Many visitors had trouble getting to the venue." (Yustin, 2024)

"Too many visitors made the booth area cramped, affecting both comfort and service."
(Anik, 2024)

External Factors: Opportunities and Threats

Respondents identified several external opportunities that could enhance the event's success, such as increasing consumer interest in local products, government support for MSMEs, and the rise of online shopping.

"There's a growing interest in local products. It's a great opportunity for us." (Tono, 2024)

"Government support for MSMEs is quite strong, with training programs and easier access to capital." (Rini, 2024)

"The trend of online shopping is rising, which helps us reach customers outside the region." (Dewi, 2024)

Respondents also saw potential in marketing eco-friendly products to sustainability-aware consumers.

"If we can offer sustainable products, we can attract more customers who care about these issues." (Ekawati, 2024)

However, they also faced significant external threats. These include competition from larger corporations, economic instability, and constantly shifting government regulations.

"Big companies offer cheaper products, which really hurts our sales." (Anik, 2024)

"Economic fluctuations worry us. If purchasing power drops, our business suffers."
(Maryam, 2024)

"It's hard to keep up with changing regulations. Sometimes it disrupts our operations." (Bawon, 2024)

In response, participants emphasized the need for more adaptive and innovative management strategies to capitalize on opportunities while mitigating risks.

DISCUSSION

The Role of the Cultural Event in Enhancing Income and Economic Welfare

The Pesona Gondanglegi event has proven to be a valuable initiative aimed at promoting regional potential and stimulating local economic growth. The event offered a platform for small and micro entrepreneurs to promote their products to a wider audience, resulting in increased visibility, stronger market positioning, and broader customer networks. This aligns with Todaro and Smith's (2020) theory that rising income improves access to basic needs and supports household welfare. The opportunity to directly engage with consumers allowed local businesses to experience a significant increase in sales while building long-term brand awareness.

This supports previous findings by Prasetyo and Syafrini (2023), who concluded that community-based events can simultaneously boost income and strengthen social bonds—both critical for sustainable community development. Informants consistently emphasized that the event did not merely provide short-term financial gains, but also served as a means to showcase local identity and attract interest from tourists and visitors. These dynamics validate the “multiplier effect” theory, whereby economic benefits generated by events ripple across the local economy, enhancing livelihoods beyond the immediate participants.

Impact of the Event on Economic Welfare

The event's influence extended beyond individual income generation to the collective economic welfare of the community. Respondents reported increased entrepreneurial opportunities, improved market access, and job creation—particularly temporary employment during the event. These findings are in line with Wuntu et al. (2022), who emphasize the value of well-designed festivals in expanding market reach and fostering long-term economic benefits. Moreover, the social dimension of economic welfare was clearly reflected in the solidarity and collaboration among residents. Many respondents indicated that the communal spirit surrounding the event fostered mutual support and shared success. This resonates with Durkheim's theory of social solidarity (Prus, 2019), highlighting how shared experiences reinforce community cohesion, which in turn reinforces economic resilience.

Implementation Aspects: Strengths and Limitations

The event's implementation demonstrated several strengths, notably in local product promotion and booth arrangement. These reflect positive organizational practices that increased business visibility. However, certain aspects remained suboptimal—particularly digital marketing, structured human resource management, and post-event evaluation.

While the organizers succeeded in mobilizing community enthusiasm, the lack of digital marketing strategies limited the event's outreach potential. Respondents noted that they lacked the skills and resources to leverage social media, confirming the need for training and capacity-building programs. These limitations mirror observations by Hasanah et al. (2022), who argue that local

event success depends on effective collaboration, strategic planning, and post-event review mechanisms.

Internal Factors Influencing Event Effectiveness

Internally, the success of the event was supported by two major strengths: high-quality local products and strong customer relationships. These factors enhanced the appeal of local businesses to event visitors and aligned with the notion of community-based value propositions emphasized by Fredline et al. (2002). The loyalty of returning customers also ensured a stable revenue base for many participants.

Nevertheless, several internal challenges hampered the event's overall effectiveness. Entrepreneurs cited limited capital, inadequate knowledge of financial management and marketing, and an overreliance on specific suppliers. Furthermore, many struggled to develop sustainable business strategies or utilize digital marketing effectively. Logistical challenges, such as severe traffic congestion and overcrowding, also hindered the comfort of both vendors and attendees. These issues indicate the need for improved planning and investment in event infrastructure to ensure accessibility and visitor satisfaction.

External Factors: Opportunities and Threats

From an external standpoint, several opportunities emerged that could support the event's future development. These include increased consumer interest in local products, stronger governmental support for MSMEs, and a growing trend in online shopping. These conditions provide a favorable context for small businesses to scale up, particularly through partnerships with digital platforms. Perdana et al. (2023) emphasized the importance of tourism-driven events in increasing regional visibility and market reach—an insight supported by the experiences of Gondanglegi's entrepreneurs.

However, external threats were also evident. These included intense competition from large-scale producers offering cheaper alternatives, economic volatility affecting consumer purchasing power, and regulatory changes that small businesses struggle to follow. These concerns affirm the findings of Riyanto and Kovalenko (2023), who emphasize the importance of proactive community involvement and adaptive strategies in mitigating such threats.

To address these challenges, local entrepreneurs must adopt more innovative, flexible, and future-oriented approaches. Building resilience requires not only capital and training, but also supportive policy environments and consistent collaboration between the public and private sectors.

CONCLUSIONS AND RECOMMENDATIONS

The Pesona Gondanglegi event plays a significant role in enhancing the income and economic welfare of the local community. By providing space for small businesses to showcase their products, the event has successfully improved the visibility of local goods and contributed to regional economic growth. Despite these positive outcomes, there remain several aspects requiring further development—particularly in the areas of digital marketing, financial management, and professional event coordination. Strengthening these components can enhance the event's effectiveness and sustainability, thereby amplifying its long-term benefits for the community.

This study confirms previous research findings that community-based events—when supported by active local participation and collaborative partnerships with government and private sectors—have the potential to increase income, expand local market access, and foster sustainable community-based economic development. Accordingly, this study has explored community perceptions regarding the economic impact of the event and identified key factors influencing its effectiveness. The research also offers a set of practical recommendations that may guide future event-based economic strategies.

Recommendations and Implementation

Based on the research findings, several actionable recommendations can be implemented to improve the impact of the Pesona Gondanglegi event:

1. Optimize Digital Marketing Strategies

Efforts to expand the event's reach should include comprehensive digital marketing, such as utilizing social media platforms, e-commerce channels, and online promotional campaigns. This will allow local entrepreneurs to connect with broader markets and potential customers outside the region.

2. Build Entrepreneurial Capacity

Training programs should be provided to local business actors in key areas such as financial management, branding, and the use of digital tools. Enhancing these skills will enable more professional, efficient, and sustainable business practices.

3. Strengthen Multi-Sector Collaboration

Partnerships with local governments and the private sector should be intensified to ensure long-term support in terms of funding, logistics, promotion, and technical assistance. A collaborative approach will create a more structured and reliable foundation for future event development.

4. Improve Logistics and Infrastructure

Addressing challenges such as traffic congestion and overcrowding requires improvements in transportation systems, booth layout, crowd management, and visitor facilities. Enhanced infrastructure will increase comfort for both participants and visitors and support overall event quality.

5. Institutionalize Routine Evaluation

Regular post-event evaluations should be conducted to assess outcomes, identify shortcomings, and develop new innovations. A systematic feedback mechanism will ensure continuous improvement and adaptability to changing conditions and community needs.

ADVANCED RESEARCH

Like all studies, this research has several limitations that should be acknowledged. First, the data collection was limited to qualitative interviews with a specific group of local stakeholders, which may not capture the broader spectrum of community perspectives, particularly those who did not participate directly in the event. Second, the study focused on a single event in one geographic location, which may limit the generalizability of the findings to other regions or contexts with different socio-economic dynamics. Additionally, the absence of quantitative economic data (e.g., specific revenue figures, job creation statistics) constrains the ability to measure the event's exact financial impact.

Future research is encouraged to adopt a mixed-methods approach by incorporating both qualitative and quantitative data to provide a more comprehensive understanding of event impacts. Comparative studies between different local events or regions can also offer deeper insights into best practices and contextual challenges. Furthermore, longitudinal research that tracks the long-term effects of recurring events may yield valuable information on sustainability and community transformation over time.

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