

Conference Paper

Mapping of Existing Agro-Industrial Products in “Lumbung Stroberi” and Their Potential Linkages with the Tourism Sector

Garsione Agni Andrea*, Rachel Maryam Ramadhani, Dian Dewi Lestari, Rosalia Elmia, Kamelia Nurdiana S.P., Kintamara Meilanisa

Faculty of Social and Political Sciences, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author:

E-mail:

garsione.agni.par@upnjatim.ac.id

ABSTRACT

The potential for agro-industrial development in Indonesia is enormous, supported by an agricultural sector with diverse agricultural products. “Lumbung Stroberi” is one of the tourist villages that presents agro-tourism attractions with the main attraction being strawberry picking. agro-tourism in 'Lumbung Stroberi' has not developed optimally because the role of UMKM in the village has not been identified. Identification of agro-industry products is needed to add alternative agro-tourism attractions. The purpose of this research is the mapping of agro-industrial products in “Lumbung Stroberi” and the potential for development in the tourism sector (agritourism). The research method uses a qualitative description with a regional complex approach which is a type of regional identification based on the idea of uniformity. The results of the mapping of agro-industrial products reveal that in Pandanrejo Village there are objectives of agro-industrial product types. These products can be developed into agritourism attractions through the selection of raw materials, processing (process, results, and packaging), and marketing. In accordance with the objectives of agritourism which can increase knowledge, understanding, experience, and recreation tourists can feel when enjoying agritourism attractions in the production process of agro-industrial products. To realize the goal of agritourism, the main role is the way and storyline of the tour guide must be interesting. Agritourism attractions can be enjoyed through the production process of agro-industrial products. Starting from the selection and preparation of materials, the production process, marketing, to how to enjoy the product. Agro-industrial products in Pandanrejo Village can be enjoyed at Cafe Lumbung Stroberi which is located between residents' strawberry plantations so that the atmosphere is very pleasant to enjoy.

Keywords: Agro-industry, agro-industrial products, agro-tourism

Introduction

The potential for agro-industrial development in Indonesia is very large, supported by an archipelago with a large area of agricultural land and support from its tropical climate. Indonesia, which is known as an agricultural country, contributes a lot of labor absorption in the agricultural sector and contributes to the country's foreign exchange income from the application of agroindustry (Suwandi et al., 2022). Agroindustry is the activity of processing or processing goods or materials from agricultural products as the main material from upstream to downstream. The upstream industry in agroindustry includes industries that produce agricultural tools and machinery as well as the production facilities industry used in the agricultural cultivation process. Meanwhile, the downstream industry is an industry that processes agricultural products into raw materials or goods that are ready

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for consumption or is a post-harvest and agricultural product processing industry (Syafuruddin & Darwis, 2021).

In the tourism sector, agro-industry is developed as a tourist activity on the farm or referred to as agritourism. Agritourism is a tourist trip that utilizes the agriculture, plantation, and livestock sectors as a series of tourism activities. The purpose of this agritourism activity is to increase knowledge, understanding, experience, and recreation for tourists. The goal for managers in this agritourism activity is to increase the perception of managers in preserving natural land so that it is not only utilized as agricultural land but also as a tourist attraction and will have an impact on increasing its managers (Andrea, 2023).

One of the agro-tourisms in Batu City is “Lumbung Stroberi” which is located in Pandanrejo Village. “Lumbung Stroberi” is directly supervised by the Village-Owned Enterprises / BUMDes Raharjo with the majority of the Pandanrejo village community being strawberry farmers. “Lumbung Stroberi” has become one of the icons of agro-tourism with several superior products, namely strawberry picking, plant education, lumbung cafe, market fresh, rafting and tubing, as well as paintball and outbound (Lumbung Strawberi, 2024).

The purpose of this research is to identify the potential for agritourism development in “Strawberry Barn” through the mapping of agro-industry products in the Pandanrejo environment. Agro-industries that will be identified are included in the characteristics of downstream industries that process agricultural products into new materials or goods that are ready for consumption both from post-harvest products to the processing of agricultural products. Research methods to achieve these objectives using observation, interviews, and literature study. The method will be narrated by qualitative descriptive theory to get the results of the implementation of the method.

Material and Methods

Agroindustry

Agroindustry consists of two words, namely agricultural and industry, which means an industry that utilizes agricultural products as the main raw material for a product that is ready for consumption or ready to be reprocessed into new products (Sulastri, 2022). Agroindustry not only utilizes agricultural products, but as a whole its activities include designing industrial activities, providing equipment, and services in these activities. Broadly speaking, agroindustry activities include the agricultural product processing industry, industries that produce agricultural equipment and machinery, the agricultural input industry (fertilizers, pesticides, herbicides etc.), and the agricultural sector service industry that processes and transforms agricultural product materials (foodstuffs, wood and fiber) into semi-finished goods or directly usable/consumable or goods/materials that will be used in further production processes such as fertilizers, agricultural machinery etc. (Syafuruddin & Darwis, 2021).

Activities in agro-industry cover the entire upstream to downstream industrial sector. The upstream industry in agro-industry includes the production of agricultural equipment, agricultural machinery, and production facilities needed in the agricultural culture process. The downstream industry is an industry that manages agricultural products into raw materials or goods that are ready for consumers to enjoy. Agroindustry characteristics have dependencies between agroindustry elements in the form of raw materials, processing, and product marketing (Syafuruddin & Darwis, 2021). Agro-industry in this study belongs to the downstream sector which includes the processing of agricultural products either into raw materials or direct consumption.

“Lumbung Stroberi” is one of the business entities managed by the village by empowering the surrounding community with the main product being strawberries. Almost most of the people of Pandanrejo Village work as strawberry farmers so agro products in the form of strawberries are abundant, especially during the harvest season in February and August. Pandanrejo Village is one of the tourist village destinations that is famous for strawberry picking attractions with the support of a

beautiful mountainous natural atmosphere. Featured products in “Lumbung Stroberi” are very diverse such as strawberry picking, strawberry plant education, lumbung cafe, and various other attractions. Other superior products regarding strawberry processing have not been fully packaged and identified so agroindustry product mapping is needed to increase product diversity.

Tourism sector development (Agritourism)

The tourism sector is growing very rapidly, supported by the government directly. Not only the Ministry of Tourism and Creative Economy but also the Ministry of Villages and other Ministries. Various alternatives in tourism are currently being developed, starting from Tourism Villages with various driving programs to alternative attractions offered. Development is an effort to improve abilities, skills, values, and morals, to certain variations by what is expected in the way of implementing a potential systematically by a plan that has been prepared (Karlina, 2019). Development in the tourism sector is expected to improve the quality of tourist visits through plans to utilize tourism resources to integrate supporting components (Choirunnisa & Karmilah, 2022).

Development which means building gradually, quality, balanced, and organized to develop products and services as planned (Amerta, 2019) encourages alternative developments in tourism. Agritourism is one of the tourism sectors developed into alternative tourism attractions that utilize management in agriculture. Both how to manage agricultural products to their marketing.

Agritourism based on the utilization of the agricultural, plantation, and livestock sectors in tourism activities is one of the alternative attractions in tourism. The objectives of agritourism activities include increasing knowledge, understanding, experience, and recreation for managers, tourists, and the surrounding community in its management (Andrea, 2023).

In this study, the results of agro-industry mapping will be developed into agritourism attractions by the objectives of agritourism activities. The development of agritourism can enrich the diversity of tourist attractions in “Lumbung Strawberi” so that tourists can choose tourist attractions according to their wishes. If tourists enjoy all the attractions offered, there will be many benefits achieved from agritourism activities through agro-industry mapping.

Research methods

This research uses qualitative descriptive research methods on natural object conditions. The purpose of this qualitative research is to explain the phenomena that occur through in-depth data collection (Nurdin & Hartati, 2019). This descriptive research method will be applied to the theory of the regional complex approach. The regional complex approach referred to in this study is an area that has certain boundaries and characteristics and shows uniformity within the scope of an area. This research area complex is Pandanrejo Village as a regional boundary with characteristics of strawberry agricultural products.

The area complex approach has five types of area identification, namely 1) area identification based on the idea of uniformity, 2) area identification based on the idea of diversity, 3) area identification based on study themes, 4) area identification based on the number of topics, and 5) area identification based on hierarchy. This research uses the theory of regional identification based on the idea of uniformity. The uniformity in question is a concept based on the similarity of both properties/characteristics (Yunus, H.S., 2010). The uniformity of this research is in the form of a topic/idea regarding agro-industry in Pandanrejo Village that produces strawberries from the agricultural process, either ready-to-consume products or through prior management.

The implementation method in this research uses observation and interview methods. The observation in question is a direct observation activity on the object of research, namely in Pandanrejo Village. Meanwhile, interviews were conducted to collect respondent data through systematic questioning. Respondents in this study were classified as key respondents (key persona interviews) who were purposively selected with certain classifications (Mijiarto et al., 2023). The key response

classifications are 1) Strawberry farmers, 2) BUMDes managers, 3) Agro-industry owners in Pandanrejo Village, and 4) Processing agricultural products in the form of Strawberry. The number of key respondents in this study was 10 people with a predetermined classification.

The focus of discussion in this study is on agro-industry mapping and development in the tourism sector in the form of agritourism. The limitation of discussion in the agro-industry sector is adjusted to the characteristics of agro-industry elements in the form of raw materials, processing, and marketing. As for agritourism, it is adjusted to the objectives of the agritourism activity, namely increasing knowledge, understanding, experience, and recreation. The following is a guide to the implementation of the research Mapping of agro-industrial products in “Lumbung Stroberi” and the potential for development in the tourism sector.

Table 1. Research guide

Agroindustry	Agritourism
Raw materials	Increase knowledge
Processing (process, yield, and packaging)	Increase understanding
Marketing	Enhance experience
	Recreation

Source: Author, 2024

Results and Discussion

Lumbung Stroberi

Lumbung Stroberi is a business unit managed by BUMDes Raharjo with the main product being the agricultural products of the surrounding community in the form of strawberries. Lumbung Stroberi is a tourist village with a variety of superior products in the form of strawberry picking, plant education, lumbung cafe, market fresh, and various alternative attractions such as rafting and tubing, paintball and outbound, and many other alternative attractions. The types of strawberries in Pandanrejo Tourism Village vary, including Sweet Charlie, California, Holybrite, Oso Grande, and Rosalinda. Each type has a distinctive shape and flavor that makes the difference.

The main seedlings of strawberry plants in Pandanrejo Tourism Village came from Bali in 1970 and began to be recognized and developed in 1990. At the beginning of the sales process, strawberry fruit was sold in traditional markets with bamboo packaging called “Tingkem” and covered with banana leaves. Currently, strawberry packaging has changed to using cardboard paper with attractive designs.



Source: Shopee.co.id

Figure 1. Strawberry Tingkem bamboo packaging (illustration)



Source: Instagram Lumbung Stoberi

Figure 2. Strawberry packaging made from cardboard

There are several choices of tourism attraction products in Pandanrejo Tourism Village, including (Comedutec Network, 2024) 1) strawberry picking, where tourists can pick strawberries directly in the field accompanied by a local guide. In the strawberry picking activity, tourists can eat as much strawberry as they want and tourists can also take home the pickings by weighing them first. 2) Strawberry planting education, this activity involves tourists directly in the process of planting strawberry seedlings. Tourists will also be given insight into the process of planting, care, harvesting, and post-harvest. 3) Lumbung Cafe, this place is a tourist infrastructure to be able to enjoy processed strawberries or other ingredients as an alternative food choice. The location of the cafe is right in the middle of the strawberry farm so that the natural landscape can attract tourists. 4) Market Fresh, the location is one with Lumbung Cafe which provides fresh fruit as souvenirs or consumed directly at the cafe. 5) Rafting and Tubing, river cruising attractions with the help of rubber boats or boats on the Brantas River. 6) Paintball and Outbound, tourist activities carried out in groups with a minimum of 10 people. This attraction aims to improve teamwork development, communication between members, leadership, concentration, strategy, and self-confidence in tourists.

Various tourist attractions offered by Pandanrejo Tourism Village through the Strawberry Barn have not fully offered agro-tourism attractions that utilize agricultural products in the form of strawberries. The need for agroindustry mapping in Pandanrejo Village to be able to support the development of the tourism sector in the form of agritourism. The mapping can be used as a reference source for alternative tourist attractions offered to tourists. There will be many positive impacts felt by managers to the surrounding community.

Agroindustry mapping as agrotourism development

Agro-industry is a business activity to produces finished or semi-finished goods made from agricultural products into more attractive products that provide added value and can create jobs for the surrounding community (Rahman, 2015). Agroindustry activities cover the entire upstream to downstream industrial sector. The upstream industry sector in agro-industry includes the production of agricultural equipment, agricultural machinery, and production facilities needed in the agricultural cultivation process. The downstream industry is an industry that manages agricultural products into raw materials or goods that are ready for consumers to enjoy. Agroindustry characteristics have dependencies between agroindustry elements in the form of raw materials, processing, and product marketing (Syafuruddin & Darwis, 2021).

The mapping process in this study triggers the downstream sector which includes the processing of agricultural products into either raw materials or direct consumption. The downstream sector of the agro-industry was identified using a regional complex approach based on the idea or theme of uniformity. Uniformity in the identification of agroindustry potential in question is the utilization of strawberry agricultural products either directly for consumption or through further processing. The results of the identification of agro-industry mapping are classified according to the characteristics of agro-industry elements ranging from raw materials, processing, and marketing.



After collecting data through observations and interviews, various products resulting from agricultural utilization in the form of strawberries were found, namely strawberry fruit products, Fruit Juice, Jam, Fruit Juice, Strawberry Pastels, Strawberry Sticks, and Strawberry Ice Cream. These products are managed by the local community so that the impact of agro-industry product development can be felt directly by the community.

Agricultural products can be developed in the tourism sector which is packaged in agro-tourism or agritourism. Agritourism which is a tourist activity in agricultural areas, plantations, livestock, and fisheries is the main attraction that aims to maintain, care for, preserve natural resources, and improve the economy of the local community (Andrea & Yudhiasta, 2022). With the objectives of agritourism activities in the form of increasing knowledge, understanding, experience, and recreation in managers, tourists, and the surrounding community in its management, agritourism products will become alternative tourist attractions in “Lumbung Stroberi”. The following are details of the utilization of agro-industry mapping results in agritourism activities.

Agroindustry

The process of identifying areas with a regional complex approach based on the idea or theme of uniformity results in an analysis of agro-industrial products, namely strawberry fruit, Fruit Juice, Jam, Fruit Juice, Strawberry Pastel, Strawberry Sticks, and Strawberry Ice Cream. These products are made from strawberries by adding other additional food ingredients. The following are the ingredients of the agro-industry products.

Table 2. Raw materials for agro-industrial products

Manufacturing materials	Production equipment	Agro-industrial products
1. Strawberry fruit		
a. Fresh strawberry fruit	a. Scissors b. Basket	
2. Strawberry fruit juice		
a. Fresh strawberry fruit	a. Dough vessel/comm	
b. Sugar	b. Knife	
c. Sweetened condensed milk	c. Blender	
d. Water	d. Measuring spoon	
e. Ice crystals	e. Ice scoop	

To be continued....

3. Jam

- | | |
|---------------------------|-------------------------|
| a. Fresh strawberry fruit | a. Dough vessel/comm |
| b. Sugar | b. Knife |
| c. Lemon juice | c. Cheese grater |
| | d. Measuring spoon |
| | e. Frying pan + spatula |
| | f. Stove |



4. Fruit essence

- | | |
|--------------------------------|----------------------|
| a. Fresh strawberry fruit | a. Dough vessel/comm |
| b. Sugar | b. Knife |
| c. Lemon juice | c. Cheese grater |
| d. Additional food ingredients | d. Measuring spoon |
| | e. Pan + Spatula |
| | f. Strainer + cloth |
| | g. Funnel |
| | h. Stove |

5. Pastel Strawberry
Stuffing ingredients:

- | | |
|---------------------------|-------------------------|
| a. Fresh strawberry fruit | a. Dough vessel/comm |
| b. Sugar | b. Knife |
| c. Lemon juice | c. Cheese grater |
| Leather material: | d. Scales |
| a. Wheat flour | e. Pastel grinder |
| b. Margarine | f. Pan + Spatula |
| c. Egg | g. Wok + rake + spatula |
| d. Cold water | Stove |
| e. Cooking oil | |



6. Strawberry Sticks

- | | |
|---------------------------|-----------------------------------|
| a. Fresh strawberry fruit | a. Dough vessel/com |
| b. Sugar | b. Knife |
| c. Wheat flour | c. Cheese grater |
| d. Margarine | d. Scales |
| e. Egg | e. Pastel crust grinder |
| f. Cold water | f. Frying pan + scraper + spatula |
| g. Cooking oil | g. Stove |



To be continued...

7. Strawberry Ice Cream

- | | |
|-----------------------------|-------------------------|
| a. Fresh strawberry fruit | a. Dough vessel/comm |
| b. Sugar | b. Knife |
| c. Sweetened condensed milk | c. Cheese grater |
| d. Cornstarch | d. Scales |
| | e. Mixer |
| | f. Pan + stirring spoon |
| | g. Stove |
| | h. Frezer |



Source: Author, 2024

Each agro-industry product is made with the basic ingredients of strawberry with additional ingredients to form the product. The processing process is also different for each product. Some are provided fresh (fresh fruit), through the cooking process boiled or fried to the freezing process (ice cream). The shelf life of each product also varies as 1) fresh strawberry fruit can be stored at room temperature for approximately 3 days, if stored in a refrigerator it can last for 2 weeks with proper storage or free of water. 2) Strawberry juice, the shelf life at room temperature only lasts for 3 hours, if it exceeds then the taste has changed. But if stored in the refrigerator, it can last for 24 hours or 2 days. 3) Jam, the shelf life is not too long only lasts for 30 days, this is due to the absence of chemical food additives in the manufacturing process. Preservatives in jam only use sugar as a natural preservative. 4) Fruit juice, also has a shelf life that is not too long. This product only lasts for 7 days if stored at room temperature, and approximately 15 days if stored in a refrigerator. 5) Strawberry pastels and sticks, the shelf life of this product is relatively long because this product is served dry. The shelf life of this product reaches 3 months at room temperature. 6) Strawberry ice cream, the shelf life is relatively long because it is stored directly in the freezer or freezer so that it can be stored for up to 6 months in the freezer.

The marketing process of agro-industry products is carried out directly by the manager either online or offline. Online marketing is done directly on social media either through the WhatsApp application or Instagram. While the offline way is done by tourists coming to Cafe Lumbung to choose and buy directly. Not only through the Cafe, some agro-industry products are also distributed to middlemen for resale such as fresh fruit products, pastels, and strawberry sticks.

Agritourism

Agro-tourism activities based on the utilization of the agricultural, plantation, and livestock sectors are one of the alternative attractions in tourism. The objectives of agritourism activities include increasing knowledge, understanding, experience, and recreation among managers, tourists, and the surrounding community in its management (Andrea, 2023). In this study, the results of mapping agritourism products are processed into interesting agritourism attractions involving tour guides, tourists, and agro-industry producers.

Tourism activities that have been organized by the manager of 'Lumbung Stroberi' are in the form of strawberry picking and plant education. Another attraction that can be done by tourists is the entire series of agritourism product production processes. The series of production activities starts from the preparation of materials, the processing process, to the packaging process.

The first goal of agritourism activities is to increase tourist knowledge. A person's knowledge can be formed through the results of 'knowing' that has been sensed through the five human senses (sight, hearing, smell, taste, and touch) (Sahara, 2016). Activities in agritourism can increase tourist knowledge through tour guide exposure to the production process of agritourism products. The explanation of the selection of ingredients, processing process, processing methods, storage, and

packaging of agroindustry products told clearly and in detail by the tour guide will increase tourist knowledge. There may be some knowledge that looks ordinary to me, but tourists who have never produced agro-industrial products must have a great curiosity.

Through exposure to guides that can have an impact on tourist knowledge, tourists' understanding of the agroindustry production process can also increase. This happens because tourists who do not know about the production materials, management, and packaging of agro-tourism products come to know and understand clearly. Both the benefits or properties of the product, how to manage it, good product quality, and how to store it later in each agro-industry product. The experience of tourists can also increase through the participation of tourists in producing the agro-industry. The experience of producing directly can increase the motivation of tourists to enjoy the agritourism attraction.

The purpose of the last activity of agritourism is recreation. Recreation is a form of activity carried out in leisure time both physically, mentally, or emotionally which has an impact on a sense of pleasure when doing these activities (Kardi et al., 2020). Recreation in agro-tourism activities is not only when producing agro-industrial products, but when tourists enjoy the production of agro-industrial products it is also a separate recreation session. This is formed because tourists will be invited to enjoy all agro-industrial products at the Lumbung Cafe which is located in the middle of the residents' strawberry garden. The beautiful scenery with the natural landscape of the mountains can create a sense of comfort for tourists.

Conclusion

The results of the mapping of agro-industrial products in 'Lumbung Stroberi' through a regional complex approach with the type of identification based on the idea of uniformity regarding the main ingredient of agricultural products in the form of strawberry fruit, there are seven agro-industrial products. The seven agro-industry products are strawberry fruit, Fruit Juice, Jam, Fruit Juice, Strawberry Pastel, Strawberry Sticks, and Strawberry Ice Cream. Analysis of the results of agro-industry mapping is identified according to the characteristics of agro-industry elements, namely raw materials, management, and marketing. The results of the analysis show that the raw materials for making agro-industry products vary but still include strawberry fruit as the main flavor in the product. The agro-industrial product management process is organized by the local community and developed into Pandanrejo village MSME products. Meanwhile, the marketing process is carried out independently and collectively. Independent marketing is carried out by agro-industrial product business owners, while collective marketing is carried out by the 'Lumbung Stroberi' management team directly either online or offline at the cafe booth.

The results of the agro-industry product mapping were analyzed regarding product manufacturing materials, processing, and marketing according to the characteristics of agro-industry elements. Analysis of the characteristics of the agro-industry elements as attractions in the implementation of agritourism. The guide is expected to explain the benefits of each product manufacturing material, the processing steps of each product, to the presentation and marketing of the product. The whole process becomes a story that can be told to tourists so that tourists can enjoy knowledge, understanding, experience, and recreation.

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