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**COMMUNITY ECONOMIC EMPOWERMENT MODEL BASED ON LOCAL WISDOM IN THE PERSPECTIVE OF MASLAHAH (A CASE STUDY OF THE RED-AND-WHITE CRACKERS BUSINESS IN PANYABUNGAN)****Futri Madinah<sup>1</sup>****Universitas Islam Negeri Sumatera Utara, Medan, Indonesia**  
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**Abstract**

This study aims to examine a community-based economic empowerment model rooted in local wisdom, using a case study of the Red and White Crackers business in Banjar Kobun Village, Panyabungan District, Mandailing Natal Regency. This enterprise not only serves as the primary source of livelihood for the local community but also reflects cultural values and local traditions. The research method employed is descriptive qualitative, utilizing in-depth interviews with 20 business actors and one key informant for further analysis. Data were analyzed using thematic analysis techniques to identify key patterns related to forms of economic empowerment and local wisdom values. The findings reveal that the Red and White Crackers business significantly improves community welfare, reduces unemployment rates, and strengthens local cultural identity. The identified empowerment model is participatory, prioritizes the principle of *maslahah* (public interest), and opens opportunities for development through marketing digitalization, strengthening local institutions, and cross-sector collaboration. However, while the descriptive qualitative method provides a rich narrative, the absence of comparative analysis limits the generalizability of the findings. This study could be strengthened by integrating data from other similar communities to assess whether the empowerment model can be widely adopted or remains unique to



this specific context. The study concludes that community-based economic empowerment rooted in local wisdom is an effective strategy for creating sustainable and inclusive economic development and has the potential to be replicated in other regions with similar cultural characteristics.

**Keywords:** Economic Empowerment, Local Wisdom, *Maslahah*



## INTRODUCTION

Community economic empowerment based on local wisdom is one of the efforts that can strengthen economic resilience while simultaneously preserving existing local culture and traditions. The development of products rooted in local wisdom not only enhances their competitiveness but also provides identity and a sense of pride for the communities that produce them. In this context, a highly relevant example is the development of the *kerupuk merah putih* (red and white crackers) business, which has become a culinary icon of Panyabungan, Mandailing Natal Regency (Wulandari, 2024).

Empowering communities through businesses rooted in local wisdom requires both skill and meticulous effort, especially in utilizing existing natural resources and traditional practices. The *kerupuk merah putih*, made from locally sourced ingredients, embodies cultural values and traditions, which serve as the main strength of the business. Additionally, this cracker has a unique taste that makes it appealing not only at the local level but also beyond the region. Therefore, the processing and development of this product hold great potential as a leading enterprise capable of reaching wider markets and boosting the local economy (Rani, 2021).

An essential aspect of community empowerment is the establishment of economically independent community groups. A strong and unified group with shared interests can foster solidarity, cooperation, collective deliberation, and a sense of security and confidence (Arif, Rokan, and Kumala 2023). In this regard, the formation of *kerupuk merah putih* business groups in Panyabungan provides opportunities for community members to benefit from shared success. This aligns with the concept of community empowerment, where each individual involved feels part of the decision-making process, reaps the fruits of their labor, and fosters a sense of togetherness and mutual cooperation that is deeply rooted in the local culture (Mutia, 2024)

The *kerupuk merah putih* of Panyabungan, widely known among the public, serves as a concrete example of a home-based business that thrives by leveraging local wisdom. This type of enterprise generally falls under the informal sector, characterized by seasonal production, non-professional labor, and relatively small capital investment. In its development, such home industries can optimize local natural resources and improve family and community welfare through the absorption of local labor. This supports the notion that economic empowerment based on local wisdom not only generates



economic benefits but also reinforces the identity and cultural heritage of the region (Janah, 2023).

Table 1.

Demographic Data of Banjar Kobun Village

Indicator	Description
Total Population	1,235 people (2024)
Number of Households	247 households
Productive Age (17–60 years)	± 65% of the population (~801)
Active Entrepreneurs (Kerupuk Business)	100 people
Workforce Involved in MSMEs	± 250 people (35% of households)

As of 2024, Banjar Kobun Village has a population of 1,235 people, divided into 247 households. Of this population, approximately 65% or 801 individuals are of productive age (17–60 years). One of the most prominent economic activities in the village is the *kerupuk merah putih* business, involving around 100 active entrepreneurs. Furthermore, community participation in the Micro, Small, and Medium Enterprise (MSME) sector is quite significant, with approximately 250 individuals, or 35% of households, directly engaged in MSME activities. These data indicate a strong potential for developing local economies based on home industries and active participation from the productive population.

The residents of Banjar Kobun Village, Panyabungan Sub-district, Mandailing Natal Regency, rely heavily on the *kerupuk merah putih* business as their primary source of livelihood. This business not only provides employment for the surrounding community but also helps reduce unemployment and increase household income. The economic potential of this product is substantial, especially when supported by appropriate empowerment strategies—both in terms of production capacity and product quality (Nurhayati, 2019). However, despite its significant potential, the business still faces numerous challenges, such as limited marketing reach, inconsistent product quality, and sustainability issues due to constrained resources and limited market access.

Therefore, economic empowerment based on local wisdom through the *kerupuk merah putih* business in Panyabungan needs to be implemented using a more structured approach grounded in the principle of *maslahah*. This principle emphasizes maximizing benefits for the community without harming any parties, while also preserving local culture and the environment. By applying these principles, the *kerupuk merah putih* business can be developed in a more



sustainable and inclusive manner, providing long-term benefits for the people of Panyabungan.

This study aims to examine the model of community economic empowerment based on local wisdom, focusing on the *kerupuk merah putih* business in Panyabungan. It not only explores the economic aspects but also identifies the social and cultural potentials that can be maximized through community empowerment. By examining both the successes and challenges of the business, the study seeks to discover effective empowerment strategies that can improve community welfare, strengthen cultural identity, and maximize local economic potential. Thus, the development of the *kerupuk merah putih* business in Panyabungan can serve as a model for economic empowerment that not only improves livelihoods but also safeguards local traditions and culture.

Through this research, it is hoped that a balanced empowerment formula can be found—one that integrates economic development with the preservation of local wisdom—while contributing to culture-based economic development in other regions. Furthermore, the study is expected to provide insights into the importance of collaboration between communities, governments, and the private sector in creating a sustainable and inclusive creative economic ecosystem.

Based on the above background, the research questions for the study “A Model of Community Economic Empowerment Based on Local Wisdom from the Perspective of *Maslahah*: A Case Study of the *Kerupuk Merah Putih* Business in Panyabungan” can be formulated as follows: What model of community economic empowerment is applied in the *kerupuk merah putih* business in Banjar Kobun Village based on local wisdom. To what extent do the use of natural resources and traditional production techniques contribute to the sustainability of the *kerupuk merah putih* business. How does collaboration among the community, government, and private sector play a role in developing the *kerupuk merah putih* business as part of a culture-based creative economy. What challenges are faced by *kerupuk merah putih* entrepreneurs in marketing and expanding their business capacity, particularly in the context of digitalization and technology. How is the *maslahah* principle applied in the model of community economic empowerment through the *kerupuk merah putih* business, and what is its impact on community welfare.



## LITERATURE REVIEW

### Community Economic Empowerment

According to Budi et al. (2000), as cited by Mardi Yatmo Hutomo (2000:6), people's economy (*perekonomian rakyat*) refers to an economic system organized by the people themselves. This form of economy is rooted in the potential and strength of the wider community to manage and drive their own economic activities. Community empowerment activities include improving access to business capital assistance, enhancing access to human resource development, and increasing access to facilities and infrastructure that directly support the local socio-economic context (Siregar, Yuslem, & Nawawi, 2023).

Empowerment, as defined by Objek et al. (2022), etymologically derives from the word *power*, meaning strength or capability. Thus, empowerment can be interpreted as a process toward becoming empowered or a process of gaining strength or capacity, including the transfer of power or resources from those who have it to those who lack or have not yet attained it. The term *process* refers to a series of actions or steps carried out in a systematic chronological manner, reflecting the stages of transforming a disempowered community into an empowered one. In the context of community empowerment, both community institutions and government institutions play a crucial role.

### Local Wisdom

According to Sugih Biantoro (as cited in Zaini Miftach, 2018), local wisdom represents a collective effort to identify shared values arising from the community's interaction with its environment. These are local values mutually agreed upon and practiced by the community in their daily lives. Local wisdom is grounded in cultural norms and adjusted to suit the environmental and communal needs.

Local wisdom encompasses wise and value-rich local ideas that are embedded in and followed by members of a community. It also reflects the community's capacity to manage both their physical and spiritual environments. These activities are carried out in ways that align with the prevailing social and environmental conditions. The binding strength of a community lies in its collective interest to fulfill social needs, typically based on shared cultural, ideological, and socio-economic backgrounds. The key challenge lies in how to foster community empowerment and capacity-building based on active participation (Zaini Miftach, 2018).

According to Ilmu et al. (2019), regional efforts to enhance economic growth and empower local communities are more effective when aligned with



local wisdom. Local wisdom manifests as knowledge, beliefs, insights, customs, or ethics that guide human behavior within an ecological community.

### **Culturally-Valued Enterprises in Mandailing Natal**

Cultural-based business development in Mandailing Natal, particularly in Panyabungan District, holds significant potential—especially in traditional culinary products such as *bika bakar* (grilled cassava cake), banana chips, and *lopek gadung* (traditional yam cake). These foods serve as cultural symbols and representations of local culinary identity. However, MSME entrepreneurs in Panyabungan have not fully embraced technology in marketing and branding their products, even though digital marketing and e-commerce platforms could expand market reach and increase sales (Siregar et al., 2023). Therefore, the development of traditional food businesses must incorporate innovation, branding, product diversification, and digital marketing strategies (Umar et al., 2024).

Moreover, the *Lubuk Larangan* concept—a community-based fishery resource management model—exemplifies local wisdom in Mandailing Natal. This model involves preserving river ecosystems and managing fish catches collectively. The fish caught from *Lubuk Larangan* are used for communal and social purposes, reinforcing the values of solidarity and environmental conservation. This philosophy reflects a sustainable cultural-based economic empowerment model (Rokan, 2017).

Overall, with a strategy that incorporates modern technology and collaboration with the tourism sector, the development of culture-based businesses in Mandailing Natal can contribute significantly to community welfare while preserving the region's cultural heritage (Dewi et al., 2024).

### **RESEARCH METHOD**

This study employed a descriptive qualitative method, as its primary objective was to provide an in-depth description of the community economic empowerment model based on local wisdom, with a *maslahah* perspective, in the Kerupuk Merah Putih business in Banjar Kobun Village. This approach was chosen to systematically and contextually describe the phenomenon, rather than to build new theories as in grounded theory or explore culture in depth as in ethnography. The selection of this method was based on its relevance to the research focus, which is to examine economic empowerment practices in a



concrete and specific local context, without requiring cross-cultural analysis or the development of new theoretical concepts.

The research process began with an initial literature review on economic empowerment models and forms of community empowerment, particularly in the Kerupuk Merah Putih business. This stage aimed to design the research framework with a focus on describing the model and forms of empowerment implemented in Banjar Kobun Village.

Data collection was conducted through in-depth interviews with Kerupuk Merah Putih business owners in Banjar Kobun Village. The interviews were carried out using a semi-structured guide to maintain direction while allowing flexibility in exploring information related to the economic empowerment model based on local wisdom. A total of 20 vendors participated, with one key informant selected for more detailed analysis. This technique was expected to provide a comprehensive understanding of empowerment strategies, their impact on community welfare, and their relevance to the principle of *maslahah*.

For data analysis, this study used thematic analysis to identify, analyze, and interpret significant themes or recurring patterns in the interview data. The identified patterns included issues related to empowerment, income improvement, and values of local wisdom. Data validity was strengthened through source and method triangulation to ensure accuracy and consistency of findings. The research results are presented in a narrative description that outlines the economic empowerment model, forms of empowerment applied, analysis based on the *maslahah* principle, and conclusions pointing toward an effective model for improving community welfare based on local wisdom.

## RESULTS AND DISCUSSION

### Community Economic Empowerment Model Based on Traditional Food

The community economic empowerment model implemented in the *red-and-white cracker* business in Panyabungan, Mandailing Natal Regency, focuses on the development of traditional local food products that embody cultural values. In this context, the red-and-white cracker, as a distinctive culinary product, serves as a cultural icon representing the identity of the local community. The use of local wisdom in the production process—from raw material selection to processing—has enhanced the product's appeal, both in local markets and beyond. Furthermore, this product serves as a means of empowerment for the residents of Banjar Kobun Village, as the business



generates employment opportunities and contributes to increased household income.

The concept of empowerment is implemented in such a way that vulnerable groups gain specific capabilities, such as fulfilling basic needs, accessing freedom, and acquiring resources that enable them to increase their income effectively to obtain necessary goods and services. Economic empowerment refers to the effort to enhance people's capabilities in efficiently meeting their basic needs (Soemitra, Kusmilawaty, & Rahma, 2022).

Economic empowerment based on Mandailing Natal's traditional food has had a significant impact on improving the welfare of local communities. It also serves as an effort to preserve regional culture as reflected in the local food products. The red-and-white cracker, as a flagship product, creates a strong bond between the community's cultural and economic aspects. The application of an empowerment model that integrates local wisdom—as exemplified in Panyabungan—demonstrates that traditional culinary sectors can serve as sustainable economic pillars. This is consistent with the findings of (Wulandari, 2024), who asserts that the development of products based on local wisdom can enhance competitiveness while instilling pride in the communities that produce them.

Community empowerment grounded in local wisdom, as suggested by (Suharson, 2024), refers to the management of cultural values that are integral to community life. This form of local wisdom encompasses not only knowledge and traditions but also contributes to job creation and economic development. (Imsar et al., 2024) reveal that Islamic financial institutions have implications for economic growth by increasing people's income and reducing poverty. This concept is also supported by a study by (Pratama et al. 2024), which states that integrating local wisdom into economic empowerment initiatives can strengthen social and economic ties within the community.

### **Economic Empowerment Model through the Utilization of Local Natural Resources**

The utilization of local natural resources—specifically raw materials used in the production of *kerupuk merah putih* (red-and-white crackers)—demonstrates significant potential for community economic empowerment. The production techniques, which remain largely traditional and rely on simple equipment and manual processes, contribute a distinctive character to the product. The community of Banjar Kobun Village utilizes abundant raw materials available in their surroundings, such as rice and local spices. This



approach not only supports business sustainability but also helps reduce production costs. The sustainability of *kerupuk merah putih* production depends on the availability of raw materials and production techniques that maintain product quality and unique taste.

The use of traditional production methods in *kerupuk merah putih* businesses offers advantages in terms of sustainability and effective use of abundant local natural resources. While modern technology could improve efficiency and product quality, the traditional methods practiced by the local community retain a unique appeal. These methods also reinforce cultural identity, as each stage of production reflects local wisdom passed down through generations. However, challenges remain in maintaining product quality and meeting broader market demand, particularly given the limitations in production capacity. Research by (Utami, Dewi, and Dwijana, 2023) indicates that home industries relying on local raw materials and traditional techniques can play a vital role in enhancing community welfare, though efforts are needed to improve capacity and product quality to remain competitive in larger markets.

In the study of economic empowerment based on local natural resources, (Pradani, 2020) explains that utilizing the natural wealth surrounding communities can serve as a primary driver for developing an independent economy. Although traditional production techniques face limitations in scale and efficiency, approaches rooted in local strengths and traditions have great potential to strengthen community economies. Local wisdom in the utilization of natural resources, as described by (Noor and Rosita, 2020), also adds value by preserving environmental and cultural sustainability.

### **Economic Empowerment through Collaboration Between Government, Community, and the Private Sector**

A sustainable model of community economic empowerment does not rely solely on individual or group efforts; it also requires effective collaboration among the government, community, and private sector. In Panyabungan, the local government and private sector play a crucial role in supporting the development of *kerupuk merah putih* (red-and-white crackers) enterprises through the provision of training facilities, market access, and business capital assistance. This collaboration accelerates the empowerment process and expands the market potential for *kerupuk merah putih* products.

The collaborative model of economic empowerment involving the government, community, and private sector in Panyabungan Subdistrict,



Mandailing Natal, highlights the importance of synergy in supporting the development of sustainable, culture-based enterprises. This collaboration not only supports the growth of the *kerupuk merah putih* business but also opens significant potential for the development of other traditional culinary businesses and products rooted in local wisdom, such as *bika bakar* cake, banana chips, and *lopek gadung*.

In this context, the government plays a vital role in formulating policies that support business sustainability, providing training facilities, and offering capital assistance. The private sector, through its role in product marketing and distribution, helps accelerate market expansion. This not only enhances the competitiveness of local products but also provides opportunities for MSME (Micro, Small, and Medium Enterprises) entrepreneurs to introduce their products to wider national and international markets.

However, one of the challenges faced is the limited use of technology among MSME entrepreneurs in Panyabungan, particularly in product marketing and branding. Digital marketing and e-commerce present significant opportunities to expand market reach and increase sales turnover. Entrepreneurs must be involved in training and mentoring programs focused on utilizing these technologies to remain competitive in the digital era. Therefore, product innovation and a more modern marketing approach are essential to foster the growth of these culture-based enterprises.

On the other hand, the concept of *Lubuk Larangan* offers an interesting perspective on culture-based economic empowerment in Mandailing Natal. This concept focuses not only on economic aspects but also on environmental sustainability and community solidarity in resource management. Through the collective management of fish harvests, communities not only gain economic benefits but also help preserve river ecosystems and strengthen social values within the community. This form of local wisdom can be integrated into the development of sustainable, culture-based businesses.

Overall, community economic empowerment in Mandailing Natal can achieve sustainability if it is approached through the integration of technology, cross-sector collaboration, and the reinforcement of local cultural values. With proper support from the government, community, and private sector, along with the utilization of technological innovation and digital marketing, culture-based products in this region can flourish, improve community welfare, and at the same time preserve local heritage.



According to (Nasila and Napu, 2024), community-based economic empowerment is more effective when it involves cooperation between the government, community, and private sector. The involvement of these various actors can create a mutually supportive ecosystem that strengthens local economic potential. This concept is also supported by (Syahbudi and Ma, 2021), who state that strengthening the local economy requires coordination among multiple stakeholders, especially in the creative economy sector.

### **The Impact of Empowerment on Increasing Community Income**

Based on interview results, the majority of residents in Banjar Kobun Village experienced an increase in income after participating in the *kerupuk merah putih* (red and white cracker) business. The average monthly household income, which previously ranged from IDR 800,000 to IDR 1,200,000, increased to between IDR 1,500,000 and IDR 2,500,000 after actively engaging in the business, either as producers or sellers. This increase has directly improved their purchasing power, enabled them to meet household needs more adequately, and allowed them to send their children to higher levels of education. Although the income level is still considered within the lower-middle economic category, it provides economic stability and has significantly reduced the village's unemployment rate. These findings indicate that the local wisdom-based economic empowerment model has brought tangible economic and social benefits to the local community.

### **Future Model of Economic Empowerment**

The current model of community economic empowerment remains traditional, focusing on strengthening individual capacity through training, access to local raw materials, and informal support among business actors. Moving forward, the local wisdom-based economic empowerment model should evolve into a model that integrates technology and strengthens local institutions. This model may include the following components:

1. Business digitalization, through training in e-commerce and digital marketing (e.g., marketplaces and social media platforms).
2. Business and financial management assistance provided by NGOs, universities, or the cooperative office.
3. The establishment of cooperatives or joint business groups as formal institutions to support business actors.
4. Strategic partnerships between MSME entrepreneurs and large industries or consumer cooperatives to access national markets.



With this more structured model, business sustainability will no longer depend solely on the local market conditions but will have the opportunity to access broader markets and receive protection and support from various stakeholders.

## CONCLUSION

The economic empowerment of the community in Banjar Kobun Village through the production of red-and-white crackers has proven to have a significant impact on improving community welfare. Household income has increased substantially, thereby reducing dependency on the informal sector. The red-and-white crackers, which are rooted in local wisdom, not only serve as a symbol of cultural identity but also function as a new source of economic opportunity for the community. Through thematic analysis and a participatory approach, it was found that this empowerment model has great potential to be scaled up through the utilization of technology, institutional strengthening, and cross-sector collaboration. Targeted support from the government, the community, and the private sector is essential to enhance production capacity, digitize marketing, and develop local economic institutions so that the red-and-white cracker business can compete both nationally and internationally.

Recommendations to ensure sustainability and improve business competitiveness, it is recommended to: Increase production capacity through the adoption of modern technology in the production process. Develop digital marketing and e-commerce platforms by providing intensive training for MSME actors. Encourage collaboration between government, communities, and the private sector to secure sustainable support, including access to capital and market opportunities. Promote product innovation to remain competitive in wider markets while preserving the values of local wisdom.

By adopting an approach that integrates technology, strengthens local culture, and fosters cross-sector collaboration, this local wisdom-based economic empowerment initiative holds significant potential to sustainably enhance the welfare of the Mandailing Natal community.

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