

Optimization of Local Culinary Entrepreneurship through the Utilization of Pek Nga and Perlis Fish Curry Innovation in North Sumatra

Nilawati Nasti¹, Mohd Imran Bin Ahmad Kamal², Zenni Riana¹, T. Ahmad Helmi¹, Hasrita Lubis¹, Sri Rahayu^{1,*}, Yusnita¹, Venny Fraya Hartin Nst¹

¹ Fakultas Ekonomi dan Bisnis, Universitas Islam Sumatera Utara, Medan, Indonesia

² Kolej Komniti Arau, Perlis, Malaysia

Email: ¹nilawatinasti@fe.uisu.ac.id, ²mohdimran@kkarau.edu.my, ³zenni.riana@fe.uisu.ac.id, ⁴ahmad.helmi@fe.uisu.ac.id,

⁵Hasrita@feb.uisu.ac.id, ⁶*sri.rahayu@fe.uisu.ac.id, ⁷Yus_nita@gmail.com,

(* : coresponding author)

Abstract-This community service program aims to strengthen the culinary entrepreneurship of the people of Kampung Pengmemor Al-Qur'an, Mekar Jaya Village, Lalat Regency, through the innovation of Pek Nga and Fish Curry products typical of Perlis Malaysia. The program was implemented as a collaboration between the Islamic University of North Sumatra and the Arau Community College Perlis, Malaysia, involving 30 participants from the local community and MSME managers. This activity is motivated by the low capacity of culinary innovation, limited production skills, and the lack of optimal management of culinary tourism potential in Al-Qur'an Village which has a high flow of tourist visits. The implementation method uses the Participatory Rural Appraisal (PRA) approach through the stages of needs identification, participatory planning, production training, market testing, monitoring, and evaluation. The results of the program showed a significant increase in the knowledge and skills of the participants, which was reflected in the increase in the production technique understanding score from 30% to 85%. A market test of 50 visitors showed a positive response, with 80% expressing willingness to buy the product. As many as 73% of participants also expressed interest in continuing their culinary business independently. This program has resulted in a positive transformation in the readiness of the entrepreneurial community, expanded economic opportunities, and opened up the potential for cross-border culinary development as a superior product of tourist villages. The success of this program also encourages the need for further assistance in the aspects of access to capital, digital literacy, and strengthening branding to ensure business sustainability.

Keywords: Pak; Perlis Fish Curry; Culinary Entrepreneurship; Community Empowerment; Participatory Rural Appraisal

1. INTRODUCTION

Community empowerment based on local potential is one of the strategic approaches in an effort to improve the economic and social welfare of rural communities in Indonesia. This approach emphasizes the optimization of resources that have been owned by the local community, both in the form of natural resources, human resources, and local wisdom, so that the community is not only the object of development, but also the main subject in the process of local economic development. One of the sectors that has a significant contribution to strengthening the local economy is the culinary sector. Local culinary products not only function as a fulfillment of consumption needs, but also represent cultural identity, traditional values, and high economic potential if managed professionally and sustainably (Kusumastuti & Juwono, 2022; Syahza et al., 2013).

Various community service activities (PkM) and previous empowerment programs have been carried out with a focus on strengthening culinary micro, small, and medium enterprises (MSMEs) in rural areas. These programs are generally oriented towards basic food processing training, improved product hygiene, simple packaging, as well as introduction to basic digital marketing. Several studies show that production skills training and business assistance are able to increase the knowledge and technical capacity of culinary MSME actors (Darmo et al., 2021; Shawn, 2022). However, most of these activities are still local, have not been integrated with tourism potential, and tend not to touch the aspect of product innovation based on cross-regional or cross-country collaboration.

In addition, most of the service programs that have been carried out still focus on increasing technical capacity alone, without being accompanied by strategies to strengthen product identity, market differentiation, and direct market feasibility tests. As a result, the resulting economic impact is often short-term and not fully sustainable. This gap shows the need for a community empowerment approach that not only emphasizes the training aspect, but also on product innovation, integration with the tourism sector, and strengthening the entrepreneurial orientation of the community as a whole.

Kampung Tahfidz Al-Qur'an, which is located in Kampung Colam Hamlet, Mekar Jaya Village, Sei Bingai District, Lalat Regency, North Sumatra, is one of the areas that has considerable social and economic potential. This area is known as a center for tahfidz Al-Qur'an education as well as having natural tourism attractions in the form of clear river flows and is a favorite destination for local tourists and from outside the region (Christmann et al., 2024; Lengkong et al., 2024). The high flow of tourist visits actually opens up wide economic opportunities for the local community, especially through the development of tourism-based culinary businesses. However, until now

this potential has not been optimally utilized by the community to increase income and economic welfare of families.

The main problems faced by the people of Al-Qur'an Village include low entrepreneurial capacity, limited culinary product innovation, and lack of sustainable business management skills. Culinary products sold around tourist areas are still conventional, have a low level of differentiation, and have not been able to attract widespread market interest. This condition is in line with the findings of Darmo et al. (2021) and Syahyono (2022) who stated that the limitations of product innovation, business management, and digital marketing are the main obstacles to the growth of culinary MSMEs in rural and suburban areas.

Based on these problems, a more innovative approach to community empowerment is needed and has clear added value compared to previous programs. One of the efforts offered in this activity is through international collaboration between the Islamic University of North Sumatra (UISU) and the Arau Community College (KKA) Perlis, Malaysia. This collaboration is focused on the use and innovation of culinary products typical of Perlis, Malaysia, namely Pek Nga and Fish Curry, which are adapted to local tastes and the potential of the tourist market in Kampung Al-Qur'an. This cross-border approach is a key differentiator from previous service activities, as it not only transfers technical skills, but also presents a new perspective on culture- and market-based culinary innovations.

Unlike similar service activities that generally only emphasize local production training, this program integrates cross-cultural product innovation, participatory approaches, and direct market testing in tourist areas. The use of the Participatory Rural Appraisal (PRA) method allows the community to be actively involved in all stages of activities, from identifying needs, planning programs, implementing training, to evaluating results (Sunarmi, 2022). This approach is considered effective in increasing the sense of community ownership of the program and encouraging the sustainability of the results of activities (Nordberg et al., 2020).

In addition, this program not only focuses on the production aspect, but also includes strengthening business management, simple business planning, basic financial literacy, and the introduction of digital-based marketing strategies. This comprehensive approach is in line with the findings of Rahadian et al. (2024) which show that increasing the capacity of innovation and digital marketing has a positive effect on the growth of culinary MSME income. The integration of innovative culinary products into religious tourism and natural tourism packages in Kampung Kolam is also expected to increase the attractiveness of destinations and strengthen local culinary identity (Fatimah, 2020).

In general, the purpose of this community service activity is to optimize the culinary entrepreneurship of the people of Kampung Al-Qur'an through the use of innovative Pek Nga and Fish Curry products typical of Perlis Malaysia. In particular, this program aims to improve people's knowledge and technical skills in innovative culinary production, foster entrepreneurial motivation and readiness, and open up new business opportunities that are integrated with the local tourism sector. The expected benefits of this program include increasing the capacity of individuals and community groups, strengthening the local tourism-based economy, and creating a community empowerment model based on international collaboration that can be replicated in other regions with similar characteristics.

2. IMPLEMENTATION METHOD

This community service program uses a Participatory Rural Appraisal (PRA) approach that emphasizes the active participation of the community in all stages of activities (Sunarmi, 2022). The location of the activity was in the Al-Qur'an Memorization Village, Kampung Colam Hamlet, Mekar Jaya Village, Sei Bingai District, Langkat Regency, North Sumatra, by involving local community groups, culinary MSME managers, and tahfidz administrators of Al-Qur'an Village. The activity was carried out through several main stages, namely:

- a. Identify Community Problems and Potentials. The implementation team conducted field observations, interviews, and group discussions to map the main potentials and problems of the community in the culinary field. The data collected became the basis for the design of the next program (Nordberg et al., 2020).
- b. Joint Program Planning. Through a group discussion forum (FGD), the community service team jointly prepared an activity plan that included the selection of types of culinary products, namely Pek Nga and Perlis Fish Curry, as well as the preparation of an implementation schedule (Rosyadi et al., 2021).
- c. Training on the Production of Nga Pack and Perlis Fish Curry. This training was facilitated by a team from the Islamic University of North Sumatra (UISU) and the Arau Community College (KKA) Perlis, Malaysia. The material presented included the processing techniques of Pek Nga and Fish Curry according to Perlis culinary standards, as well as adapting them to the tastes of the local community (Fitriaty & Kurniawan, 2018; Gospodnova, 2023).
- d. Product Market Test. The products from the training will be tested directly through sales in the Al-Qur'an Village tourist area, by involving visitors as early consumers. This stage aims to find out the market response and the potential for the development of this new product-based culinary business (Lengkong et al., 2024).

- e. Monitoring and Evaluation. Each stage of the activity will be monitored periodically with pre-test and post-test methods, as well as feedback interviews with training participants. The evaluation aims to measure changes in people's knowledge, skills, and entrepreneurial motivation (Kusumastuti & Juwono, 2022; Syahza et al., 2013). The following is a picture of the flow of community service implementation:



Figure 1. Flow of Implementation of Community Service Activities Based on Participatory Rural Appraisal (PRA)

3. RESULTS AND DISCUSSION

3.1 Improving Community Culinary Production Skills

This service activity was attended by around 30 participants consisting of residents of Al-Qur'an Village, local MSME managers, and tahfidz institution administrators. All participants showed high enthusiasm during the series of activities, from problem identification to the culinary production training process. The results of the pre-test and post-test showed a significant increase in knowledge about culinary products based on Pek Nga and Perlis Fish Curry. Before the program, the average participant's understanding of ingredient composition, cooking techniques, and taste standardization was only at 30%. However, after the training intervention, the average knowledge score of the participants increased to 85%, indicating an increase of 55% from the initial condition. In addition to cognitive improvement, the results of field observations also showed real changes in the psychomotor aspect, where the majority of participants were able to carry out the production process independently, starting from the selection of local raw materials, the processing process, to the presentation of the final product in accordance with the taste standards of Perlis Malaysia.

These results reinforce previous findings by Sunarmi (2022) who stated that the experiential learning approach has a significant impact on improving the skills of rural communities, especially in the development of culinary MSMEs. In addition, the Community-Based Capacity Building (CBCB) approach applied in this program is also effective in building community technical competence, as revealed by Nordberg et al. (2020). The results of the formative evaluation during the training process showed that the direct interaction between participants and instructors from Malaysia helped accelerate the process of adopting new skills. This is in line with the opinion of Rosyadi et al. (2021) who emphasized that cross-border knowledge transfer in community empowerment programs has a positive impact on accelerating the mastery of new skills in local communities. This capacity building shows that participatory-based training models, hands-on practice, and international collaboration are highly effective in improving the culinary production skills of the community in the Qur'an Village.

These results reinforce previous findings by Sunarmi (2022) who stated that the experiential learning approach has a significant impact on improving the skills of rural communities, especially in the development of culinary MSMEs. In addition, the Community-Based Capacity Building (CBCB) approach applied in this program is also effective in building community technical competence, as revealed by Nordberg et al. (2020). The results of the formative evaluation during the training process showed that the direct interaction between participants and instructors from Malaysia helped accelerate the process of adopting new skills. This is in line with the opinion of Rosyadi et al. (2021) who emphasized that cross-border knowledge transfer in community empowerment programs has a positive impact on accelerating the mastery of new skills in local communities. This capacity building shows that participatory-based training models, hands-on practice, and international collaboration are highly effective in improving the culinary production skills of the community in the Qur'an Village.



Figure 2. Coconut pancakes and fish curry

3.2 Community Participation and Motivation Levels

The level of community participation in this service program is very high and exceeds initial expectations. Of the total 30 participants registered, it was recorded that more than 90% were fully present and active for three consecutive days in each training session. This level of attendance and involvement reflects the high internal motivation of the community to improve skills and knowledge in the culinary field. One of the main factors that drives this high participation is the application of the Participatory Rural Appraisal (PRA) method. This approach allows the community to be directly involved in the process of planning, implementing, and evaluating programs, so that a sense of ownership is created for the activities that take place (Rosyadi et al., 2021).

Active community involvement in group discussions (FGDs), production simulations, and hands-on practice shows that the PRA method is not only effective in mapping community potentials and problems, but also able to increase citizens' motivation to learn (Sunarmi, 2022). In addition to the method factor, this active participation is also influenced by the novelty element (novelty of the program). The presence of a team from Arau Community College (KKA) Perlis, Malaysia provided a new experience for the Kampung Al-Qur'an community in learning directly from foreign members. For most of the participants, this cross-border interaction was a very memorable first experience, thus fostering high enthusiasm to participate in each stage of the activity (Kusumastuti & Juwono, 2022).

This phenomenon also strengthens the theory from Gospodinova (2023) who states that international collaboration in community empowerment programs is able to create a more dynamic and inspiring learning atmosphere, especially in rural communities that previously had limited access to cross-border programs. In addition, the results of brief interviews with participants showed that the main motivation for people to participate in this program was the desire to improve practical skills that can be directly applied to home businesses, as well as the desire to take advantage of market opportunities from tourist visits in Kampung Kolam. This high level of community participation and motivation is an early indicator of the success of the collaborative and participatory approach applied in this PKM program, as well as a strong social capital for future business development stages.

3.3 Market Response and Product Testing

The market test stage is an important part of this series of service programs. The trial was carried out at the tourist location of Kampung Kolam, which is one of the favorite destinations of the local community around Sei Bingai District. A total of 50 visitors who attended at that time were given the opportunity to taste Pek Nga and Fish Curry

products processed by program participants. Based on the results of a simple survey using a questionnaire to assess the taste, texture, presentation, and attractiveness of the product, it was obtained that 80% of visitors gave a positive response to the taste and presentation of the product. In addition, 75% of respondents stated that they are willing to buy the product if it is sold regularly at tourist locations or in the form of souvenir packaging.

These results show that culinary innovations based on local wisdom combined with cross-border flavors (Malaysia-Indonesia) are able to attract the interest of the local tourist market. This finding is consistent with the study of Fatimah (2020) which confirms that culinary MSMEs based on local innovation have great opportunities to grow and develop in tourist areas. From the marketing side, the results of this market test are the initial evidence of product-market fit, where new products receive good acceptance from the target consumer segment. In the context of business development, this data can be the basis for sustainable production planning and broader marketing strategies, including online sales and packaging of products in the form of frozen food or ready-to-eat foods (Rahadian et al., 2024).

Theoretically, the success of this market test also reinforces the concept of community-based entrepreneurship where product innovation emerges from community initiatives, but still pays attention to market preferences (Nordberg et al., 2020). With a positive market response, Kampung Al-Qur'an now has a real opportunity to develop Pek Nga and Perlis Fish Curry as a leading product of tourist villages, which not only strengthens local identity, but also becomes a new source of income for the community.

3.4 Business Interests and Program Sustainability

The results of in-depth interviews with 30 participants showed that around 22 people (73%) expressed serious interest in continuing production and starting a small-scale culinary business with the superior products of Pek Nga and Perlis Fish Curry. In fact, based on the results of post-program monitoring, some participants have started an independent sales trial on a household scale, just one week after the program ended. This phenomenon reflects a positive change in the economic orientation of the community, from being a passive consumer to an active producer. This change shows the formation of a new entrepreneurial spirit at the village community level, an important indicator in the success of local economy-based empowerment programs.

Theoretically, these findings support the concept of "Empowerment for Entrepreneurship" which states that community empowerment based on capacity building and technical skills can encourage the formation of new entrepreneurial motivation in rural communities (Rahadian et al., 2024). In addition to the factor of improving technical skills, this success is also driven by hands-on experience in market tests, where people see a positive response from consumers to their products, thereby increasing self-efficacy and confidence to start a business. These results are also in line with research by Kusumastuti and Juwono (2022) who stated that the combination of technical training, community participation, and direct exposure to the market is the main key in encouraging the birth of new entrepreneurs at the village level.

However, several challenges to the program's sustainability have begun to be identified, including limited start-up capital, access to quality raw materials, and lack of experience in digital marketing. This condition is in accordance with the findings of Syahyono (2022) which emphasizes the importance of continued assistance and strengthening the local business ecosystem to ensure the sustainability of community businesses after program interventions. As a follow-up step, the service team plans to conduct business mentoring on an ongoing basis, including training in small business management, financial literacy, and marketing network development at the local and regional levels.

3.4 Program Monitoring and Evaluation Analysis

The results of the monitoring and evaluation of the program showed a positive improvement in all the main aspects that were the focus of the intervention. Evaluation was carried out using pre-test and post-test instruments, direct observation, and consumer satisfaction questionnaires during market test activities. The following is a summary of the results of monitoring and evaluation:

Table 1. Monitoring and Evaluation Results

Evaluation Aspects	Before Program (%)	After the Program (%)
Increased Product Knowledge	30	85
Culinary Production Skills	25	80
Community Participation	40	90
Post-Program Interest	20	75
Consumer Satisfaction During Market Testing	0	80

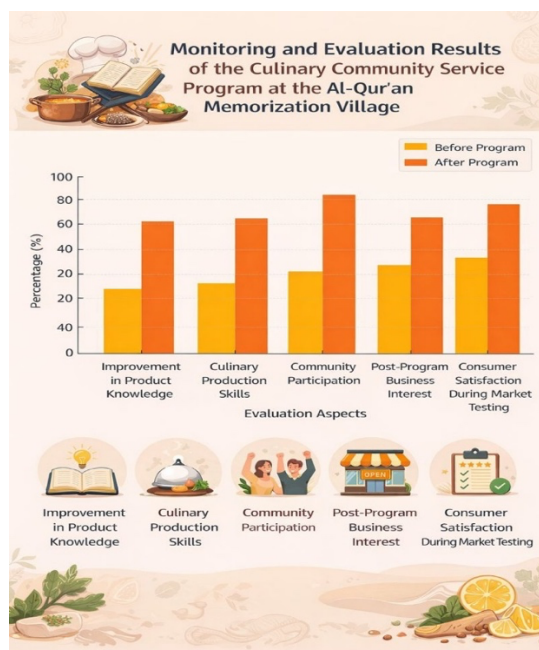


Figure 3. Graph of Monitoring and Evaluation Results

Based on table 1 and figure 2, it can be seen that the increase in all these indicators gives an idea that the service program has been successful in increasing the capacity of individuals and communities, both in terms of knowledge, technical skills, social participation, and entrepreneurial motivation. From the perspective of community empowerment theory, significant changes in the dimensions of knowledge and skills are an early indicator of the success of community capacity building programs (Nordberg et al., 2020). Meanwhile, high community participation (90%) and increased business interest (75%) show that Participatory Rural Appraisal-based strategies and international collaboration models are very effective in creating changes in community behavior in a relatively short time (Rosyadi et al., 2021; Kusumastuti & Juwono, 2022).

In addition to the internal aspects of society, positive responses from consumers in the market test (80%) show that the products resulting from this innovation have market feasibility and economic potential, as emphasized by Fatimah (2020) in a previous study on the success of local-based culinary MSMEs in responding to market demand. This analysis also shows that the integration of participatory approaches, cross-border knowledge transfer, and consumer-based market testing is able to create a conducive learning environment and build people's readiness to be self-employed. However, the results of monitoring are also an important basis for the service team to design a follow-up mentoring program, especially related to access to capital, strengthening product branding, and increasing digital marketing literacy so that the sustainability of the program can be maintained in the long term (Syahyono, 2022).

3.5 Learning and Implications

The implementation of this service program provides a number of strategic learnings that can be a reference for the implementation of similar programs in other village communities, especially those that have culinary and religious tourism potential such as the Al-Qur'an Village. First, the use of the Participatory Rural Appraisal (PRA) approach and international collaboration have proven to be very effective in improving the technical skills and entrepreneurial spirit of the community. The process of participatory discussions, hands-on practice, and social interaction with the team from Malaysia encouraged the growth of new confidence and motivation in the participants (Rosyadi et al., 2021; Kusumastuti & Juwono, 2022).

Second, a hands-on, practice-based training model combined with field market tests has been proven to accelerate the adoption of innovation by the community. The positive response from consumers during the market test provided real feedback that strengthened the participants' confidence to start a new culinary venture. This is in line with the study of Fatimah (2020) which states that direct exposure to market response is a key factor in increasing the readiness of village communities to become new business actors. Third, the relatively small number of participants (30 people) is actually an advantage in the context of community empowerment. A small scale allows the mentoring process to be more intensive, personalized, and in accordance with individual needs. These findings support the opinion of Gospodinova (2023) who states that training programs with a limited number of participants in villages have a more in-depth and sustainable learning impact.

The results and learnings of this program have both practical and theoretical implications. From a practical perspective, this PKM model based on international and participatory collaboration can be replicated in other

tourist villages in Indonesia. From a theoretical perspective, this program adds empirical evidence that the integration of participatory approaches, culinary product innovation, and community-based market testing is very effective in encouraging the socio-economic transformation of rural communities.

3.5 Program Limitations

Although this program has a positive impact in improving people's entrepreneurial skills and motivation, there are several important limitations that need to be addressed in the advanced program development stage, namely:

- a. Limitations of large-scale production tools. Most of the participants still use simple kitchen utensils for the production process. This limits production capacity and output quality, especially in meeting the potential for greater market demand.
- b. Initial capital limitations for mass production. The majority of participants said that the main obstacle to starting a business more seriously is the availability of business capital, both for the purchase of raw materials, equipment, and initial packaging and marketing costs.
- c. Lack of digital literacy in marketing. The people of Kampung Al-Qur'an are still very limited in their ability to use digital media as a promotional and marketing tool. This is an obstacle in expanding market reach, especially to reach consumers outside the local community.

This finding is in accordance with Syahyono's (2022) research which emphasizes that sustainable support, such as assistance in access to capital, digital marketing training, and strengthening marketing networks, is indispensable to ensure the sustainability of programs to strengthen village culinary MSMEs. As a follow-up, the service team planned a follow-up program phase that focused on strengthening business capacity, access to microfinancing, and digital marketing training, so that the positive results of this first phase of the program can continue to grow and have a wider economic impact on the people of Al-Qur'an Village.

4. CONCLUSION

Community service activities that focus on strengthening culinary entrepreneurship through the innovation of Pek Nga and Fish Curry typical of Perlis Malaysia in Langkat Regency showed significant achievements in improving skills, knowledge, and community business motivation. The training provided succeeded in improving the technical skills of the participants in processing ingredients, producing food with better standards, and understanding aspects of hygiene, taste quality, and serving techniques, so that participants were able to produce culinary products that were more suitable to be developed as a business. In addition, the collaborative approach between the Islamic University of North Sumatra and Arau Community College Perlis creates an effective cross-border knowledge transfer and provides added value in the form of new perspectives in the development of culinary businesses based on local potential. However, this activity also found several obstacles such as the limitation of large-scale production tools, initial business capital, and still low digital marketing capabilities. This challenge is an important input for follow-up programs directed at business management assistance, strengthening digital marketing, facilitating access to capital, and preparing product branding strategies so that participants can develop their businesses independently and sustainably. Overall, this program has succeeded in encouraging positive transformation in people's readiness to be entrepreneurs, strengthening the local economic base, and opening opportunities for the development of Perlis' culinary specialties as competitive superior products.

BIBLIOGRAPHY

- Akasyah, R., Wijaya, D., Dahriansyah, M., Barus, A. R., & Rahayu, S. (2025). Financial literacy and financial technology: The influence on the financial performance of young entrepreneurs in developing regions. *Proceeding International Seminar of Islamic Studies*, 288–297. <https://jurnal.umsu.ac.id/index.php/insis>
- Alam, S. S., & Sayuti, N. M. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8–20. <https://doi.org/10.1108/10569211111111676>
- Aris, A. M., Othman, R., & Sahimi, N. C. (2021). Malaysian traditional food and heritage tourism: Issues and development. *Journal of Tourism, Hospitality and Environment Management*, 6(25), 20–35. <https://doi.org/10.35631/JTHEM.625002>
- Asliyanni, S., Kurnianingsih, H., Rangkuti, L., Rahayu, S., & Suginam, S. (2023). Analysis of financial management of village-owned enterprises. *Jurnal Akuntansi dan Keuangan*, 15(2), 112–124. <https://ir.uitm.edu.my/id/eprint/81866/>
- Astuty, W., Rahayu, S., & Lubis, N. (2015). Langkah muda menyusun laporan keuangan dengan MYOB accounting versi 19 untuk perusahaan jasa dan dagang. *Kumpulan Jurnal Dosen Universitas Muhammadiyah Sumatera Utara*, 1(1), 45–52. <https://jurnal.umsu.ac.id/index.php/kumpulandosen/article/view/687>
- Chalik, I., & Rahayu, S. (2018). Faktor-faktor yang mempengaruhi minat berwirausaha. *Seminar Nasional Sains dan Teknologi Informasi (SENSASI)*, 1(1), 210–217. <https://prosiding.seminar-id.com/index.php/sensasi/article/view/4/4>
- Chamhuri, N., & Batt, P. J. (2015). Consumer perceptions of food quality in Malaysia. *British Food Journal*, 117(3), 116–132. <https://doi.org/10.1108/BFJ-04-2013-0095>

- Fasya, G. A., Pradina, A., Kurnianingsih, H. T., Rahayu, S., & Elviani, L. (2024). Review of financial literacy on MSME performance in improving the quality of financial reports. *Proceeding International Conference on Accounting and Finance*, 1013–1018. <https://journal.uui.ac.id/inCAF/article/view/33140>
- Ghafar, A. N. A., & Omar, M. R. (2022). Culinary heritage and community empowerment in Malaysian rural tourism. *Journal of Gastronomy and Tourism*, 7(2), 145–160. <https://doi.org/10.3727/216929722X16480278324011>
- Hair, N. A., Hussain, A., & Ahmad, R. (2020). Community-based tourism and income generation among rural communities in Malaysia. *Malaysian Journal of Society and Space*, 16(3), 85–98. <https://doi.org/10.17576/geo-2020-1603-07>
- Kamaruddin, A. R., & Mokhtar, N. (2021). Traditional Malay cuisine as a tool for cultural identity. *Journal of Ethnic Foods*, 8(1), 1–9. <https://doi.org/10.1186/s42779-021-00086-6>
- Liang, M., Bakar, A. Z. C., Ishak, F. A. C., & Karim, S. A. (2024). Gastronomic Tourism: From Food to Culture, Towards A Conceptual Framework. *Journal of Tourism, Hospitality & Culinary Arts*, 16(1), 981–992. https://fhtm.uitm.edu.my/images/jthca/Vol16Issue1/Chap_64.pdf
- Lubis, H., Ismail, S., Rahayu, S., & Kurnianingsih, H. T. (2025). Women's entrepreneurship model in the Koperasi Medan Tuntungan, Ladang Bambu, Sumatera Utara. *Jurnal Pengabdian Masyarakat dan Riset Pendidikan*, 3(4), 2520–2527. <https://doi.org/10.1234/jpmrp.v3i4.2520>
- Manaf, N. A., & Ibrahim, F. (2020). Food safety knowledge among street food vendors in Malaysia. *Food Control*, 118, 107148. <https://doi.org/10.1016/j.foodcont.2020.107148>
- Nair, V., Ali, F., & Hussain, K. (2019). Rural gastronomy tourism and local community development. *Worldwide Hospitality and Tourism Themes*, 11(4), 502–515. <https://doi.org/10.1108/WHATT-03-2019-0019>
- Narayan, B., & Chandra, D. (2022). Culinary innovation and tourist satisfaction in Southeast Asian destinations. *International Journal of Tourism Research*, 24(3), 380–392. <https://doi.org/10.1002/jtr.2513>
- Noor, E., Akhirin, M., Widiawati, R., Nugraha, M. Y., Batu Bara, R., Safrida, S., Wasesa, S., & Rahayu, S. (2023). Strategi dalam meningkatkan pelaku UKM pasca COVID-19. *TIN: Terapan Informatika Nusantara*, 4(6), 330–344. <https://ejournal.seminar-id.com/index.php/tin/article/view/4611>
- Olivia, H., Rahayu, S., Suginam, S., & Nabillah, A. (2022). Literasi keuangan syariah dan pelatihan PSAK 105 bagi pelaku UMKM koperasi syariah Sumatera Utara. *Altafani: Jurnal Pengabdian Masyarakat*, 1(2), 132–138. <https://garuda.kemdiktisaintek.go.id/documents/detail/3741608>
- Rahayu, S. (2019). Kualitas informasi akuntansi dan tingkat penerimaan dana zakat pada lembaga amil zakat di Kota Medan. *Jurnal Investasi Islam*, 4(2), 116–126. https://www.researchgate.net/publication/355909696_Kualitas_Infromasi_Akuntansi_Dan_Tingkat_Penerimaan_Dan_a_Zakat_Pada_Lembaga_Amil_Zakat_Di_Kota_Medan
- Rahayu, S. (2021). Problematika transparansi keuangan zakat. *Jurnal Akuntansi Audit dan Perpajakan Indonesia*, 2(1), 187–193. <https://jurnal-lp2m.um naw.ac.id/index.php/JA API/article/view/754>
- Suginam, S., Rahayu, S., Jaafar, M. A., & Azni, A. I. (2025). Peningkatan pendapatan ibu rumah tangga melalui pelatihan kuliner khas masakan ayam geprek Indonesia di Kampung Warna-Warni Kuala Perlis. *ADA Bulletin of Community Service*, 1(1), 1–10. <https://journals.adaresearch.or.id/bulletincs/article/view/87>
- Rosli, N., & Karim, M. S. (2020). Malaysian food heritage and globalization. *Journal of Tourism, Hospitality and Environment Management*, 5(21), 18–29. <https://doi.org/10.35631/JTHEM.521002>
- Suginam, S., Pamungkas, B., Rahayu, S., & Hashim, N. (2025). Integrating Islamic values and financial strategy: The role of shariah-based financial management in enhancing the performance of Muslim MSMEs. *Jurnal Ilmiah Akuntansi Kesatuan*, 13(3), 451–466. <https://doi.org/10.37641/jiakes.v13i3.451>
- Sulaiman, S., & Mohamad, N. (2021). SMEs digitalization in the food and beverage sector. *Journal of Small Business and Enterprise Development*, 28(4), 543–560. <https://doi.org/10.1108/JSBED-10-2020-0397>
- Wahyuni, N. S., et al. (2022). Optimalisasi peningkatan penjualan melalui pendampingan pemasaran digital marketing bagi pelaku UMKM. *JPM: Jurnal Pengabdian Masyarakat*, 3(2), 42–48. <https://doi.org/10.47065/jpm.v3i2.42>
- Yusoff, N. M., & Ibrahim, F. (2023). Empowering women entrepreneurs through culinary-based community development. *Journal of Enterprising Communities*, 17(2), 390–405. <https://doi.org/10.1108/JEC-02-2022-0023>