

## ECOPRENEURSHIP BASED ON LOCAL WISDOM: AREN SUGAR VALUE CHAIN

Sherani Soraya Putri<sup>1</sup>, M. Budiana<sup>2</sup>, Taufik<sup>3</sup>

<sup>1,2,3</sup>Department of International Relations Universitas Pasundan, Bandung  
sheranisorayaputri@gmail.com, taufik@unpas.ac.id

**Abstract.** Economic dynamics have become an interesting role in the development of entrepreneurship. Ecopreneurship is a relevant basis for the concept of a country's sustainable development. Furthermore, it is important to apply the values of local wisdom which form the basis of the world of entrepreneurship. Accomodating the value of local wisdom is a manifestation of increased intelligence that has an impact on the international world. Thus, an effort is needed to increase natural resources that can be explored wisely. Palm sugar is an opportunity to be used as an accumulation chain for economic sustainability that is closely related to the environment. So that it will create a collaboration between ecological, social and economic elements based on increasing collective awareness for economic welfare based on the principles of justice and equality.

*Keywords: Ecopreneurship., Global Value Chain, Palm Sugar*

### I. INTRODUCTION

The development of an increasingly high wave of economic flows is used as an indicator of the progress of a country, even studies on the economy have enormous space in the dynamics of global cooperation patterns. The increasing importance of the economy has an impact on increasing the creation of a livelihood model in the field of entrepreneurship, which gives birth to young entrepreneurs. In this case the impact of the economy does provide opportunities and benefits for business actors, but on the other hand the impact has a major impact on environmental damage. Exploitation of natural resources with a market orientation cannot be avoided, because it is used as the main capital, thus placing the environment only as an object, not a subject that must be considered.

Historically the increase in entrepreneurship that exploits Natural Resources (SDA) and the environment cannot be separated from the upstream economy of capitalism, which targets private parties to gain market freedom, without even state or government intervention. However, this system actually experienced a setback in the 1930s after the economic depression in European countries. After the world economic depression occurred, economic thinkers thought that there was need for government intervention in organizing the world economy through various spending policies, and this concept was precisely expressed by Keynes. In the implementation context, the private sector is still welcome to develop, but it must be balanced with the role of government regulations. Therefore, since 1944 the concept of Keynes has received more references by members of the United Nations (UN), including Indonesia. However, problems arose, namely with the occurrence of the world oil crisis in 1973 and this led to the emergence of a new Capitalism economic system, namely Neoliberalism.

The market reality that carries the concept of the widest possible freedom to the private sector plays a significant role in environmental damage. In this case, it is not only the macro industry that contributes to the large environmental impact, but small industry also plays a big role in the chain of environmental damage. According to Hamzah in Hillary (2000) in a discussion of his study, it is stated that most of the pollution in urban areas is the result

of the spread of small and medium industries. Therefore, it is clear that actually small industry, in this case, in line with the rapid development of the entrepreneurial world, is driving the downstream exploitation of resources, which of course has a slight impact on ecological integrity and sustainability. This reality makes it even more aware that such practices distance the future of a country from sustainable development. Therefore we need a concept that can bridge the world of entrepreneurs with the concept of sustainable development

The concept of ecopreneurship is a concept that bridges entrepreneurs and sustainable development that takes into account economic, social and ecological aspects. The discussion of the concept of ecopreneurship is a literature review that begins with anxiety and concern about the implementation of entrepreneurial activities in Indonesia. So in this case the author tries to raise issues related to entrepreneurial activities and seek solutions through literature studies related to existing problems. In addition, by striving to create an ecopreneurship concept based on local wisdom, it becomes a concrete effort to raise cultural resources and values contained in commodities that have great potential to increase economic development above the principle of ecopreneurship. In this case the commodity raised is palm sugar as an integrated value chain, by initiating a Global Value Chain concept, contextually siding with local communities that have been improved and have potential, so that the palm sugar commodity is more developed as a commodity. promising in Indonesia to be marketed globally.

The Indonesian government together with the Ministry of National Development Planning of the Republic of Indonesia (Ministry of National Development Planning of the Republic of Indonesia / National Development Planning Agency) have actually made a National Long-Term Development Plan (2005-2025). The contents of the discussion cover various sectors such as Socio-Cultural, Human Resources (HR), Infrastructure, Natural Resources (SDA) and the Environment, Economy, with an emphasis on Penta-Helix collaboration, namely Government, Community / Community actors, Academics, Media, and business people work together to create a harmonized

sustainable development. The reference to the RPJPN is strengthening evidence that the economy, environment, and socio-culture should not be a dichotomous, but a continuum that produces an entity, where there is a continuous relationship between the two. If there is already a long-term and sustainable development vision and mission, what needs to be optimized at this time is the implementation of the design and evaluation to further increase the acceleration of renewal of relevance to real conditions. So that in the end it will not only become a temporary design and policy, but also can be actualized as a whole, by applying the principles of justice and equity.

## II. BASIC THEORY

### A. Ecopreneurship

Entrepreneurs are business actors who accept the combination of risks and opportunities involved in creating and operating new business opportunities. entrepreneur is a person who bears the risk of business ownership with the main goal of growth and development (Ebert, Griffin, 2003). Referring to the development of the world of entrepreneurship by keeping in mind the problem of taking an equilibrium perspective on entrepreneurship, the balance is never fully realized in a market economy (Kirzner, 1985), interfered with one another by individual profit-seeking actions (Schumpeter, 1934). So, in contrast to equilibrium theory, which assumes the existence of entrepreneurial opportunities, in this case entrepreneurship requires these opportunities (Shane, 2000).

Originating in Venkataraman (1997), entrepreneurship as the discovery, evaluation and exploitation of goods and services in the future. This definition implies that, as a scientific field, entrepreneurship involves the study of opportunities (Shane & Venkataraman, 2000). Further to explain the existence of entrepreneurial opportunities, we first determine what they are and compare them with other opportunities for profit. Then it further explains why the price is not a complete indicator of profitable opportunities. As far as the definition of an entrepreneurial perspective, which in reality is never separated from the words opportunity and profit. However, sometimes the connotations of the two words often overlap, because they do not place them on the foundation of the type of entrepreneurship that will be carried out. Because if it is expanded again, opportunities and profits can be manipulated from privatization of the private sector, so that in the end there is a centralization of the market mechanism.

In connection with the supporting factors for the sustainability of the world of entrepreneurship, Frederick (2006) in Wijatno (2009) said that there are 17 characteristics inherent in entrepreneurs, namely: (1) commitment, (2) strong drive for achievement, (3) oriented to opportunities and goals, (4) initiative and responsibility, (5) decision making, (6) seeking feedback, (7) internal focus control, (8) tolerance for ambiguity, (9) calculated risk taking, (10) integrity and reliability, (11) tolerance of failure, (12) high levels of energy, (13) creative and innovative, (14) vision, (15) independent, (16) confident and optimistic, (17) team building.

Therefore, in general, it can be said that entrepreneurs or people who have an entrepreneurial spirit are people who dare to open independent business opportunities and have good abilities in creating and cultivating existing opportunities. The development of the entrepreneurial world can lead Indonesia to become a developed country, because currently the progress of a country is determined on the basis of its national and global economic development, but this is still a paradox. However, there is an impact caused by the increasing number of entrepreneurs, namely that it can reduce the number of unemployed by means of the labor absorption it produces. In addition, the increase in the number of entrepreneurs will increase the local economy followed by an increase in the macro economy.

Ecopreneur is an entrepreneurial concept with a background of concern for environmental issues and environmental sustainability. In the business world sustainability mechanism refers to environmental aspects and environmental carrying capacity and tries to minimize the impact of the results of its activities on the environment. Ecopreneurship involves 3 (three) important dimensions, namely society and social, economy and ecology / environment (Murniningtyas, 2014: 102). Ecopreneurship comes from 2 (two) words, namely eco and entrepreneur. Eco is taken from the word ecology, which is the study of the reciprocal relationship between living things and their environment. Whereas preneur comes from the word Entrepreneurship, namely entrepreneurship. Entrepreneur and Entrepreneurship have different meanings, entrepreneur, namely anyone who acts to change current conditions and achieve future goals in the field of entrepreneurship. Meanwhile, entrepreneurship is a creative and innovative ability that is used as a basis and resources to seek opportunities for success (Alma, 2010: 33). The essence of entrepreneurship is the ability to create something new and different by thinking creatively and acting innovatively in creating opportunities.

### B. Local Wisdom / Local Wisdom

Local wisdom or in foreign languages is called local wisdom is a view of life, knowledge, and various synergies of life in the form of activities carried out by local people in answering various problems in fulfilling their needs, which can be in the form of social and economic values, architecture, health, environment, and so on. (Sumitarsih, 1994, p. 5). In line with the above definition, Sedyawati (2006: 382) emphasizes that local wisdom is defined as wisdom in the traditional culture of ethnic groups. Wisdom in a broad sense is not only in the form of cultural norms and values, but also all elements of ideas, including those that have implications for technology, health care, and aesthetics. With this understanding, what is included as the translation of local wisdom is the various patterns of action and the results of their material culture.

Local wisdom is a truth that has become a tradition that is carried out by a community in a certain space and period of time. With local wisdom as evidence of historical dynamics that must be continuously developed and preserved so that it does not become an alienation due to an increasingly modern world situation. Local wisdom can be

said to be part of the life process of a society which becomes a way of life that is continuously carried out, based on critical local values. The function of local wisdom towards the entry of outside culture is as follows (Verse, 1986: 40-41):

- As a filter and control against outside culture.
- Accommodating outside cultural elements.
- Integrating elements of external culture into indigenous cultures.
- Give direction to cultural development.

### C. Global Value Chains (GVC)

Global Value Chain (GVC) or global value chain is a system of connected economic activities with one another, thereby creating a chain that also involves a large role and role of government. According to Kaplinsky, value chain analysis is needed to explain the activities that are determined to bring products and services from the start of production, including the combination of physical transformation and input from several producer services, and finally to consumers including all value-adding activities and processes. On the other hand, analysis through the GVC perspective is also very useful for identifying activities for higher value addition and how economic income flows in the productive chain. The GVC analysis focuses on the nature of the relationships between the various actors involved in the chain and their implications for sustainable development and competitiveness.

Global Value Chain (GVC) is a system of connected economic activities with one another, thus creating increasingly separate links in space and across organizational boundaries, becoming what are called Global Value Chains (GVC). As noted by Strange and Humphrey (2019), various forms of governance are common in GVCs that are not markets or hierarchies; they consist of coordination through standards, contracts and alliances. who carry out increasingly important innovation and business development activities, coordinate the many operations that are spread out, and ultimately take an important part of the value created by GVC (Mudambi, 2008). In contrast, the global value chain (GVC) approach emphasizes efficiency, but also 'power' as a determinant of how transactions between economic actors are regulated.

## III. METHOD

The author conducts literature study activities with the type of qualitative research methods, namely by collecting written sources. For example, by using searches in books, archives, magazines, articles and journals, and other documents that are indeed relevant to the topic of discussion, so that the discussion does not go out of context and runs properly. So in the end, the information obtained from the search and analysis of this literature study is used as a reference for elaborating the discussion topic.

## IV. DISCUSSION

### A. The Dynamics of Ecopreneurship as a Driver for Sustainable Development

The reality of the discussion related to Ecopreneurship is not a taboo matter, because in practice this

entrepreneurial model becomes a momentum for collaboration between actors who emphasize the development of sustainable economies. In reality, Ecopreneurship is a business model that seeks to answer all challenges caused by the impact of environmental damage. Talking about environmental damage that is getting worse because one of them is caused by the process of market mechanisms which ultimately lead to the climate crisis. In fact, the latest discussion is that Indonesia as a country that is very rich in forests and its biodiversity has started to decrease and is experiencing extinction.

It is an irony that the abundant natural resources are not supported by their protection and preservation, because of the massive flow of exploitation of natural resource production. Human greed and dissatisfaction lead to the death of other living beings. Conservation is increasingly untouched, because land is increasingly being withdrawn for sectoral interests or egos. So that often the development and development of the sawrah economy which is very rich in natural resources has even become an area that is categorized as underdeveloped. However, all of that fits from the upstream of all of this, which comes from the conceptual foundation of global market policies to determine the progress of a country.

So it is not impossible that exploitation of the market will be the beginning of the exploitation of natural resources, and hinder sustainable development. Because the definition of entrepreneurship in the late 90s emphasized economic growth, other indicators that were not considered a necessity were completely eliminated by the interests of individuals and groups of people. Hence the entrepreneurial concept it should be used today do not refer too much to the past, because the urgency and purpose of each economic situation is different, it does not mean that the foundation of the past is the best foundation, because the times are dynamic. So it must be considered that all types of entrepreneurship decisions not only stick to profits, but how to adapt to the times in order to create a sustainable entrepreneurial climate, and really take into account not only the entrepreneurial sustainability of the current generation, but also future generations.

The following shows various cases of damage to the quality of the human environment in the world. This increasingly severe and dangerous damage requires the business world and companies to make improvements and maintain its sustainability in the future, such as:

#### 1). Air Pollution

The CO<sub>2</sub> emitted by automakers in metropolitan areas has exceeded safety thresholds. Pollution by heavy industrial factories causes acid rain which destroys forests. Regulations use air filters, and emission reduction technology of sulfur is issued.

#### 2). Water Pollution

There are many cases of industry dumping industrial-waste into rivers, lakes or the sea. The poisoning of the inhabitants of rivers and seas is increasingly rampant. Indirect impact on humans, most city governments in industrialized countries issued river water quality laws. Prohibition of use of phosphates. There are still many dumping processes for car oil, household waste water and detergent. 3). Land Pollution

The two main issues faced today are: 1) how to restore the quality of soil that is eroded by pollution in the production process carried out by the company, and 2) how to prevent damage to soil quality, namely issuing various government policies that are effective in limiting industrial waste and handling it. municipal waste. The main problem in handling damage due to land pollution is faced by the following field facts:

- a) Industrial waste toxins generally come from hazardous chemicals and radioactive waste
- b) In the United States each plant annually produces about 40-60 tonnes of waste.
- c) The waste product cannot be destroyed
- d) Need a special place for disposal
- e) The process of recycling cans, paper, plastics, glass etc. is still not done en masse.

The concept of sustainable development is essentially aimed at exploiting natural and human resources optimally for development while still taking into account the values of harmony and balance in their utilization. Ideally, sustainable development requires an approach to achieving sustainability or the continuity of various aspects of life which includes ecological, economic, social sustainability (Untari; 2013). At the local level, sustainable development requires that economic development be able to sustain people's lives through local use of resources. If the results of economic development (welfare) are to be distributed in the long term, environmental protection to prevent ecological damage must be taken (ICLEI in Setiadi et al; 2008).

A green business' is one that is designed to be green in processes and products from the start, as a start-up, and furthermore, it is intended to transform the socially located industrial sector in which it lies towards a sustainable model of development. The concept of sustainable development was introduced in the World Conservation Strategy published by the United Nations Environment Program (UNEP), the International Union for Conservation of Natural Resources (IUCN) and the World Wide Fund for Natural (WWF). According to the Brundland Report from the United Nations in 1987 it was stated that sustainable development is a development process including the development of land, cities, businesses, communities and so on with the principle of understanding present needs without sacrificing the needs of future generations.

There are four Ecopreneur principles in running its business products, including:

- a. Reduce (reduce), Save the use of resources, such as electricity, water, fuel, paper and other materials, and reduce the use of materials that are toxic and endanger the environment and living things. In the triple bottom line concept popularized by John Elkington in 1997 in the book *Cannibals with Forks*, the Triple Bottom Line of Twentieth, quoted from (Arafat; 21) states that running a business must pay attention to the 3Ps, namely Profit, People and Planet.
- b. Reuse,; Reusing resources that have been used to increase efficiency and effectiveness. For example, using used paper, reusing used items, utilizing energy from the AC compressor for water heating, etc. Select items that are

still reused. Avoid using disposable items (disposable, throw away immediately).

c. Recycle (recycle), Recycle water use, change shape and reuse waste and garbage. And items that are no longer useful, can be recycled.

d. Upcycle, Providing new and better benefits to products that were no longer used.

In the triple bottom line concept popularized by John Elkington in 1997 in the book *Cannibals with Forks*, the Triple Bottom Line of Twentieth, quoted from (Arafat; 21) states that running a business must pay attention to the 3Ps, namely Profit, People and Planet.

(1) People, the community as stakeholders. Where the community acts as a stakeholder who is also an important part of society. Where people, in this case, is the community is the closest environment to a business, giving a lot of contribution to the running of a business, so that the entrepreneur should give back to the community around him. According to Prasetyantoko (2008), in the midst of a world that is increasingly dominated by egotistical materialism and hedonism which weakens the joints of humanity and destroys the pillars of our humanity, it is clear that the ethos of serving which is based on an altruistic attitude is very important not only as a true success strategy, but also is an important step to re-humanize humans.

(2) Profit, this is the goal of all businesses, and this is the most essential form of economic responsibility in its efforts to maintain the existence and sustainability of the business.

(3) Planet or environment. The environment is always related to all human activities. The relationship between humans and the environment is a causal relationship, so it is appropriate that in carrying out business, it must also pay attention to aspects of environmental protection. In line with the opinion above about environmental responsibility that should contribute to each other, according to Jansen who was quoted from Prasetyantoko (2008), mandate is a deposit. valuable entrusted to us or important assets handed over to us. Consequently, as recipients of the mandate, we are morally related to carry out the mandate properly and correctly.

## **B). Local Wisdom and Palm Sugar Value Chain Development**

There is an important element in the discussion about local wisdom, namely regarding the dimensions or environmental space of the local wisdom itself. According to Mitchell (2003), local wisdom has six dimensions, namely:

### a. Local Knowledge Dimensions

Every society everywhere must have various methods to adapt to its environment which are relevant to its basic thinking towards the natural surroundings. The sustainability of a community's ability will be determined by the actions taken when facing a social phenomenon or phenomenon.

### b. Local Value Dimensions

The community's ability to adapt becomes a way for an agreement to make social rules, which includes local values regarding actions or behavior, which in the end must be obeyed by the community, but still over time these rules

are dynamic. Because in reality, cultural segregation will always exist, that the values of actions or behavior that exist in a group have not of course it can be understood and accepted by other communities, so that tolerance is needed in seeing the culture.

#### c. Local Skills Dimensions

Development of people's ability to survive (survival) in order to meet the needs, both individual to communal, respectively, which is referred to as an economic substance. This is a way of maintaining human life that depends on nature, starting from hunting, gathering, farming, to home industries.

#### d. Dimensions of Local Resources

Every community that has strong ties will use local resources tailored to all needs, but not overexploited / exploited. Because the fundamental basis is required to balance the balance of nature, so that it can lead a sustainable life and this is an effort to prevent negative impacts if you undergo a process of exploitation.

#### e. Dimensions of Local Decision Making Mechanisms

Basically, every society with a very strong culture must have some form of local government. Within the scope of a legal unitary instrument that orders its citizens to act in accordance with the rules that have long been agreed upon. If there is a violation of these rules, it cannot be avoided that the community must bear the risk.

#### f. Dimensions of Local Group Solidarity

Humans are basically social creatures who cannot undergo the whole life process, only with their own autonomy. Furthermore, nowadays, all human needs cannot be processed and obtained alone, there will always be other humans who help in achieving individual and communal goals.

Local wisdom with all the elements that cover it more broadly can be said to be the basis for the development of a sustainable creative economy. Because substantially the economy of a community, local wisdom is used as the values that apply in a society. With a strong belief in the truth and become a reference in behavior. Local wisdom with its various dimensional elements is proof that it contains important elements related to the intelligence of the local knowledge of the community, which can determine the future development of civilization in a more contextual and impartial manner.

Indonesia as a country with commodity characteristics that have the potential of developing regions, can be used as a form of entrepreneurship that can support the welfare of the community in the producing regions and driving these commodities. Palm sugar is a type of sugar made from tree sap or palm sugar or commonly called palm sugar. In the manufacturing process, palm sugar is usually printed using coconut shells with a flat and round shape, usually this sugar also gets the addition of other ingredients such as granulated sugar. It has an aroma that tends to be thicker and stronger than Javanese sugar, which is often used as a sweetener in any food drink.

#### - Benefits of Palm Sugar

##### 1). Increase Body Immunity

In the content of palm sugar has antioxidant properties which have properties to increase body immunity. Because

these antioxidant properties have a role to protect the body from free radical damage.

##### 2). Prevent Asthma

Asthma is one of the respiratory diseases that causes sufferers to have difficulty breathing. Regular consumption of brown sugar can help prevent respiratory problems like asthma and bronchitis.

##### 3). Overcoming Anemia Problems

Brown sugar is rich in iron and folate. Lack of iron will cause anemia. The iron content contained in palm sugar has the benefit of increasing the production of red blood cells so that it can help overcome the problem of anemia.

##### 4). Treat Sprue

Eating palm sugar if done directly can be an alternative medicine to treat thrush. Palm sugar is effective in treating canker sores because it contains niacin. Palm sugar can treat canker sores on the gums and lips.

##### 5). Energy Booster

The calorie content of palm sugar can be relied on as an alternative energy booster when the body feels tired. High iron and folate content is useful for overcoming fatigue and feeling weak. If you experience complaints of weakness and lack of energy, you can consume coffee or tea mixed with palm sugar in an adjusted portion.

##### 6). Good for Digestion

Eating palm sugar is nutritious for digestion. Has a high fiber content and active minerals that can keep the body from various diseases.

There are so many benefits of palm sugar, but often unconsciousness and ignorance are not really important. In fact, if you look at it from a health perspective, it brings many benefits. This happens with various factors that affect the potential sustainability of palm sugar. Palm sugar grows in several places in Indonesia, for example the largest is in Lebak Banten, then in Dayeuhluhur, Cilacap, Central Java. However, there is still polarization, because there are regions in Indonesia that have the potential to develop palm sugar, but they do not maximize this potential with various inhibiting factors.

Therefore, by applying the principles of Global Value Chains, it will increase the development of palm sugar, which originates in only a few types and in some places, which can be more widely disseminated. So that it is not only concentrated in areas that become palm sugar developers. If there is a large area that is unused and supports the growth power of palm sugar, it can be used as an opportunity to increase palm sugar commodity. Moreover, in this case it must be emphasized that which is the fundamental element in improving the economic welfare of the community.

By carrying out community values that are collaborated with ecopreneurship principles, it will become an entity that influences each other in the foundation of the global value chain. Because one another experiences a relationship that is interdependent, so that when a malfunction occurs, one will affect the other elements. In addition, the support capacity of various actors is needed to support the management mechanism of ecopreneurship based on local wisdom, by increasing the power of creativity from all sides. Whether it's processed palm sugar

itself, to the packaging and distribution of the product on a micro or macro level.

Referring to the policies of the Indonesian government both in terms of regulations and development achievements of various stakeholders, each other supports the development of an entrepreneurial model for regional empowerment. However, what must be emphasized is that in reality the implementation has not been maximal, and even the public is not aware of any government policies. So that this is not only the responsibility of one or two parties, but it is the responsibility of all parties, especially those in central and regional government.

Then increased support for the creative efforts of local communities can be developed more broadly. For example, with the local government which has great potential for palm sugar, it can be used to create a festival event that provides an opportunity to introduce palm sugar in various types of processed products, which carry local wisdom values and are sustainable which utilize technology by digitizing marketing.

### V. Conclusion

Along with the development of the dynamics of life in various sectors, especially the economy, draws an outline of the increase in the world of entrepreneurship. The concept of ecopreneurship is the main basis for the sustainability of sustainable development, then in the end it produces an output that has a progressive impact on the next generation. In line with that, the development of the business world must also apply the values of local wisdom which are the basis of the entrepreneurial process, because thinking locally does not mean conservative, but how to increase intelligence with a local way of thinking but has an international impact.

An effort is needed from the exploration of palm sugar as a component of natural resources based on local wisdom, which can improve the connectivity of various elements both internal and external. So the answer is the implementation of the global value chain as a sustainable investment, by maximizing the functions of various actors from various elements. In the end, it will create a collaboration between ecological, social and economic elements, on the basis of increasing collective awareness for economic welfare based on the principles of justice and equity.

### REFERENCES

- [1] Arafat, Wilson, (2006), *Behind A Powerful Image*, C.V Andi Offset, Yogyakarta.
- [2] Becker B, (1997), *Sustainability Assessment; A Review of Value, Concept and Methodological Approach*, Consultative Group on International Agricultural Research, The World Bank, Washington, DC, USA, hal. 7.
- [3] Hisrich, et al, (2008), *Kewirausahaan*, New York: McGraw-Hill, Penerbit Salemba Empat.
- [4] Isaak, R. *Green Logic: Ecopreneurship, Theory and Ethics* (Sheffield, UK: Greenleaf Publishing; West Hartford, CT: Kumarian Press, 1998) hlm. 56.
- [5] Benito, G. R. G., Petersen, B., & Welch, L. S. (2019). *The global value chain and internalization theory*. *Journal of International Business Studies*. doi:10.1057/s41267-019-00218-8.
- [6] Arafah, M. d. (2000, Vol. VII, No. 2 Agustus). *Studi Pengelolaan Sumber Daya Alam Berbasis Kearifan Lokaldi Pulau Kecil: Studi Kasus Pulau Wangi*.
- [7] Sumitarsih. (1994). *Kearifan Tradisional Masyarakat Pedesaan Adalah Hubungan Memelihara Lingkungan*. Yogyakarta: Proyek PENB Depdikbud.
- [8] Taufik. (2006, Vol. VI, No. 2/ Desember). *GOVERNANCE VALUE CHAIN: PENGEMBANGAN WISATA TELUK PALU*. *Jurnal Ilmu Politik dan Komunikasi*.
- [9] F. Vignati, „Value Chain Analysis As A Kick Off For Tourism Destination Development In Maputo City“, *Innovation News*, <[http://www.hitt-initiative.org/wp/wp-content/uploads/2011/10/Value-Chain-Analysis-as-a-Kick-for-Tourism-Destination-Development\\_final.pdf](http://www.hitt-initiative.org/wp/wp-content/uploads/2011/10/Value-Chain-Analysis-as-a-Kick-for-Tourism-Destination-Development_final.pdf)>.
- [10] <https://beritabeta.com/info-sehat/perbanyak-konsumsi-gula-aren-ini-manfaatnya-yang-jarang-diketahui/>.