



# Identification of The Lemang Sales Problems as AaLahat Regency Souvenir for Sustainable Tourism Development

Iwan Riady<sup>1</sup>, Melati Pratama<sup>2\*</sup>

<sup>1,2</sup>Culinary Arts Study Program, Palembang Tourism Polytechnic, Sapta Pesona Street Number.10, Silaberanti Seberang Ulu 1, Palembang, South Sumatera Province, Indonesia. Tel: (+62) 711 6201234, \*Corresponding Author: melati@poltekpar-palembang.ac.id

## ABSTRACT

Lemang is one of the traditional Malay cuisines in Lahat Regency, especially in Tanjung Sirih Village. Residents in this village commercialize Lemang as a souvenir to represent Lahat Regency. Around 50 sellers rely on Lemang sales as their primary source of income. However, sales inconsistencies, such as irregular selling times, pose challenges. This study aims to identify and analyze Lemang sales problems using the fishbone diagram method, involving all sellers (saturated sampling). Interviews were conducted with indicators: Man, Machine, Method, Materials, Environment, and Measurement. The study found that 86% of Lemang buyers came from outside the region; 12.3% relied on buyers visiting their stalls; 22.8% did not use social media for promotion; 80% of sellers lacked innovation in sales; 7% sold only a few Lemang variants, and 14.2% of sales resulted in food waste. The findings highlight the limited technological adaptability among sellers as the primary issue.

**Keywords:** Human resources, Inconsistency, Lemang

## 1. INTRODUCTION

Lahat Regency is one of the regions in South Sumatra, located approximately 250 km from Palembang City, the provincial capital. Its strategic location makes it a connecting point between Palembang and other districts in South Sumatra (Sonjaya et al., 2021). The regency offers a variety of captivating natural tourist attractions, including megalithic sites rich in history, providing insights into the prehistoric human life that once inhabited the area. These sites attract both researchers and tourists interested in ancient history. In addition, the regency is known for its beautiful waterfalls, such as the Lematang Waterfall, which is a popular spot for nature lovers and those seeking to enjoy the unspoiled beauty of the environment. The Lematang River, flowing through the region, is not only a vital source of life for local communities but also offers various recreational activities such as fishing and boating, making it a serene natural destination (Iqbal et al., 2021).

Apart from its natural beauty, Lahat Regency is also renowned for its unique culinary product, Lemang Bambu Kapal. Lemang is a traditional food made from glutinous rice mixed with coconut milk, then cooked in bamboo over an open flame, which imparts a distinct flavor (Pratama, 2023). Lemang Bambu Kapal is unique due to its shape and cooking method, resembling a boat, which has become a cultural symbol of the Lahat people (Sonjaya et al., 2023). This dish serves as one of the cultural identifiers that distinguish Lahat from other regions in South Sumatra. Lemang Bambu Kapal is produced and marketed by the residents of Tanjung Sirih Village, who have passed down the skill of making this dish through generations. Not only is it a traditional delicacy, but Lemang Bambu Kapal also plays an important role in the local economy, as many families rely on its production for their livelihood. With an affordable price of IDR 10,000 per piece, it has become a popular choice among both locals and tourists. The sale of Lemang Bambu Kapal has grown in popularity, with visitors from outside the region seeking it as a souvenir, thereby boosting both the tourism and economic sectors in Lahat Regency (Pratama et al., 2024)

However, several issues arise with this culinary product. Firstly, the shelf life of lemang is very short, lasting only two days. According to (Pratama & Sonjaya, 2023); (Pratama & Sonjaya, 2022), this is because lemang is a semi-moist product. The high water content in lemang makes it prone to spoilage if not consumed within a short period. This poses a challenge for sellers who wish to expand their market reach or sell lemang in larger quantities. To address this issue, some producers have attempted to develop packaging and preservation methods, but the results are still limited.

Secondly, not all lemang sellers operate consistently. A preliminary observation revealed that only 60% of sellers open their stalls regularly, while 40% only sell during special events or on significant holidays. This inconsistency in sales affects the availability of lemang for consumers and

reduces the potential for the product to gain wider recognition outside its home region. Sellers who do not operate regularly are also at risk of losing loyal customers who rely on the availability of lemang on regular days.

Thirdly, the operational hours of lemang sales are unpredictable, often limited to mornings or until noon, sometimes extending to 11 PM. These inconsistencies make Lemang Bambu Kapal difficult to access for tourists visiting Lahat Regency. This is due to the habit of sellers who offer lemang based on demand or local events, making the selling hours irregular. Tourists who arrive outside of these hours risk not being able to purchase the dish, which ultimately reduces customer satisfaction and hampers repeat visits. Additionally, the uncertainty of opening hours affects the planning of tourist activities that involve local culinary experiences, as tourists often prefer a more organized and scheduled experience during their vacations. Sellers also face the challenge of maintaining consistent availability of lemang to cater to a broader market, including tourists who may only be in the area for a short period.

The lemang business in Tanjung Sirih Village falls under the micro-enterprise category, as it operates as a home-based business with a capital of less than IDR 5 million. Gustina et al. (2022) define micro-enterprises as businesses with a maximum capital of IDR 50 million and an annual turnover not exceeding IDR 300 million. Furthermore, (Hartadi, 2022) outlines that micro-enterprises typically employ 1-4 workers, lack standardized product quality, offer limited designs and types of products, and operate with non-standard raw materials and imperfect product quality.

Despite these limitations, micro-enterprises like the lemang business play a crucial role in supporting the local economy by providing income for families and preserving cultural heritage through traditional culinary practices (Salsabillah et al., 2023). However, the challenges faced by these businesses, such as limited access to technology, insufficient marketing strategies, and inconsistent quality control, hinder their potential for growth. Additionally, competition from larger-scale enterprises or modernized food products often puts pressure on micro-enterprises to adapt and innovate. Given these challenges, the study aims to identify and analyze the factors causing inconsistencies in lemang sales. (Fachri et al., 2023) suggest that sales issues may stem from various factors, including the environment, machinery/technology, manpower, marketing methods, raw materials, and work methods.

## 2. METHODOLOGY

This study uses a qualitative research method, a systematic approach to exploring and understanding a phenomenon in depth. Qualitative research focuses on meaning and comprehension, aiming not only to measure a phenomenon but also to investigate its causes and effects (Sugiyono, 2020). It utilizes qualitative data, such as text, videos, images, and observations, rather than numerical data (Suprayitno et al., 2024). In the research, the qualitative method is applied by describing the factors influencing sales, such as environment, machinery/technology, manpower, marketing methods, raw materials, and work methods, using a fishbone diagram analysis model. The fishbone diagram is a tool used to analyze the causes of failure by considering multiple contributing factors. This method helps identify potential causes of failures, enabling more effective control measures (Khairansyah et al., 2024).

The object of the research is the lemang entrepreneurs in Tanjung Sirih Village, Lahat Regency. The sampling method used is saturated sampling, and data collection is carried out through interviews. This research involves questioning 132 lemang sellers in Tanjung Sirih Village. The interview questions cover several aspects, including the types of tourists who purchase lemang, the sales methods employed by the sellers, the types and quantities of lemang sold, other factors hindering the business operations. By addressing these aspects, the aim is to gain insights into the factors affecting the consistency of lemang sale.

3. FINDINGS AND DISCUSSION

3.1. Identification of Issues/Inconsistencies in the Sales of Lemang Bambu Kapal in Tanjung Sirih Village, Lahat Regency Using Fishbone Diagram Analysis

According to Fachri et al. (2023), issues in sales can be influenced by several factors, including environment, machinery/technology, manpower, marketing methods, raw materials, and work methods. Based on the interviews conducted, the problems regarding the sales of Lemang Bambu Kapal in Tanjung Sirih Village have been identified and categorized using the fishbone diagram as shown in Figure 1.

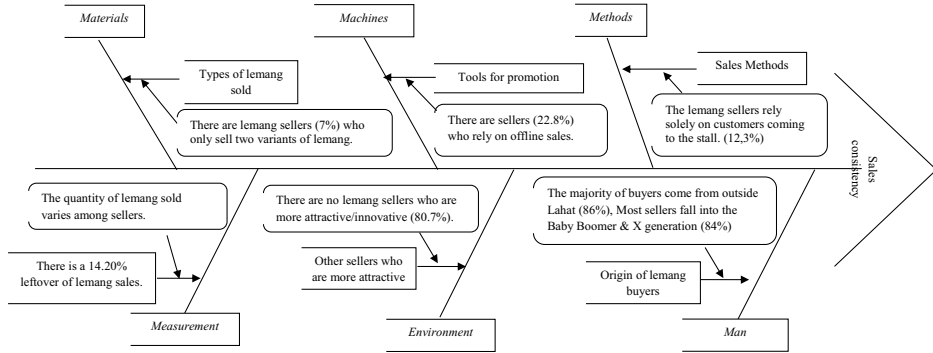


Figure 1. Fishbone diagram of the causes of sales consistency of Lemang Bambu Kapal in Tanjung Sirih Village, Lahat Regency

The fishbone diagram provides a structured overview of the root causes of inconsistencies, serving as a basis for analyzing and addressing the identified challenges. Each factor contributing to the sales issues is elaborated as follows:

- **Environment** : Factors related to the location, infrastructure, or external conditions that may limit sales opportunities.
- **Machinery/Technology** : Limitations in tools or technologies used in the production and sale of lemang.
- **Manpower/People** : Issues related to skills, availability, or consistency of labor involved in the business.
- **Marketing Methods** : Inefficiencies or gaps in the strategies used to promote and sell the product.
- **Raw Materials** : Challenges in sourcing or maintaining the quality of the materials used to make lemang.
- **Work Methods** : Problems in the production or operational processes that affect efficiency or product availability.

These factors are analyzed to uncover actionable insights that can improve the consistency and sustainability of lemang sales in the village. Each basic cause from the 6 factors affecting the consistency of lemang sales in Tanjung Sirih Village, Lahat Regency are:

a. Man: Origin of Lemang Buyers and Sellers

For the "MAN" indicator, there are two sides: the seller and the buyer. The sellers of Lemang in Desa Tanjung Sirih, Lahat Regency, are local residents. 95% of the Lemang sellers rely on the economy generated from selling Lemang, while the remaining 5% comes from farming, such as coffee and rice cultivation. In terms of age, the sellers range from 25 to 62 years old. Below is Table 1, showing the age data of the Lemang sellers.

Table 1. Year of Birth and Age of Lemang Sellers

<b>Tahun Lahir</b>	<b>Usia (Tahun)</b>	<b>Jumlah Penjual</b>
1946 – 1964	60 - 78	5
1965 – 1980	44 - 59	32
1981 – 1996	28 - 43	5
1997 – 2012	12 - 27	2

Based on Table 2, 84% of the Lemang sellers are aged between 44 and 64 years. From the buyer's perspective, Tanjung Sirih Village is located along the strategic route to Pagaralam City, one of the popular tourist destinations in South Sumatra. The village's position on a main route provides an advantage for lemang sellers to reach buyers, most of whom are travelers or road users passing through the area. The lemang sellers display their products along the roadside, taking advantage of the traffic flow from tourists heading to Pagaralam or people traveling to Empat Lawang Regency.

The majority of lemang buyers, approximately 86%, come from outside Tanjung Sirih Village. This indicates that lemang is not only favored by the local community but also appeals to tourists from various regions, such as Palembang, Pagaralam, Lampung, and Java. These travelers typically purchase lemang as a distinctive souvenir from the region or as a snack to enjoy during their journey. The presence of tourists as the majority of buyers presents a significant opportunity to boost the local economy. However, it also requires sellers to ensure the availability and quality of their products to meet the expectations of buyers from outside the area. This is in line with research (Suyono et al., 2016)

#### b. Methods: Lemang Sales Methods

Lemang can be marketed or sold through various methods, such as customers or tourists coming to the sales location, through cooperation, or a combination of both. Adiyono et al. (2021) said, the sellers can use strategy by social media marketing also. However, according to the interviews, 12.3% of lemang sellers still rely solely on customers or tourists to visit their sales locations.

#### c. Machines: Lemang Sales Tools

With advancements in technology, many tools can be used to promote lemang sales. These promotional tools include print and electronic media. In print media, lemang sellers can create advertisements through leaflets, pamphlets, or packaging. Online, sellers can utilize websites and social media platforms such as Facebook, WhatsApp, Instagram, TikTok, and others. Anas et al. (2023) said that social media more effective strategy marketing and traditional. However, based on interviews, 22.8% of lemang sellers do not use promotional tools. These sellers only wait for customers or tourists to buy their lemang.

d. Environment: More Attractive Lemang Sales

Samudro & Hamdan, (2023) said the location and environment has important factor to making purchasing decisions. The location and environment give trusting, convenience, and attraction. In Tanjung Sirih Village, Lahat Regency, lemang is sold along the roadside in small wooden huts with metal or bamboo roofs. All lemang sellers cook their lemang in front of their stalls. Below is Figure 2, showing some of the stalls or places where lemang is sold.



Figure 2. Some of the lemang sales locations in Tanjung Sirih Village, Lahat Regency.

e. Measurement: The Remaining Lemang in Sales

Sales growth is an successful indicator marketing strategy (Susanto et al., 2023). The number of lemang sold at each stall varies, ranging from 20 to 50 bamboo sticks per day. However, not all lemang is sold every day. The remaining lemang is about 14.20% per day, or approximately 6 to 7 bamboo sticks of lemang left unsold daily.

f. Materials: Types of Lemang Sold

In Tanjung Sirih Village, Lahat Regency, the common types of lemang sold are original lemang (lemang gemuk) and banana lemang (lemang manis). Over time, additional variations of lemang have been introduced, such as durian lemang, fish lemang, serundeng lemang, coffee lemang, and others. These variations aim to cater to diverse consumer preferences and add value to lemang as a signature culinary product of the region.

However, not all lemang sellers offer these variations at their stalls. Around 7% of lemang sellers, or approximately 3 sellers, still only sell lemang gemuk and lemang manis. This could be due to limited resources, such as raw materials, production time, or the skills required to make more complex variations. Additionally, sellers who focus on traditional types of lemang may feel more comfortable with the production processes they have already mastered or prefer to maintain the simplicity of their offerings to align with local market demands

### 3.2. Analysis of Cause and Effect of the Issues/ Inconsistencies in the Sales of Lemang Bambu Kapal in Tanjung Sirih Village , Lahat Regency Using Fishbone Diagram Analysis.

a. Man: Origin of Lemang Buyers/Tourist and Sellers

From the Seller's Perspective, the percentage of sellers aged 44 to 64 years is the

largest. Aharon (2021); (Susanto et al., 2023) states that age is associated with generational categories, each with its own unique characteristics. Below are the types of generations and their characteristics:

- Baby Boomers (1946–1964)  
Characteristics: Optimistic, value hard work, loyal to their jobs, and often involved in community activities. They usually appreciate economic stability and traditional values in work and family. Baby Boomers are highly focused on building wealth and often prioritize hard work to achieve their goals.
- Generation X (1965–1980)  
Characteristics: This generation grew up during economic recessions and social changes, making them independent, pragmatic, and adaptive. They value work-life balance, show less loyalty to a single employer, and often seek jobs that offer flexibility and opportunities for professional development.
- Millennials (1981–1996)  
Characteristics: Known as digital natives, this generation is highly connected to technology and values meaningful life experiences. They tend to focus more on equality, sustainability, and flexibility in both work and everyday life. They are also more open to collaboration and have a global perspective.
- Generation Z (1997–2012)  
Characteristics: Growing up with advanced technology like social media and smartphones, this generation is highly skilled in multitasking and innovation. They value direct communication, often prioritize work-life balance, and are highly interested in personal development and learning from mistakes. They are also bold in expressing ideas and more flexible in approaching work.

Based on these generational categories, new technology became widely recognized for those born after 1981. In the current era, technology is crucial in the business development process. From the Seller's Perspective, the community is an essential factor for the economic sustainability of tourism, whether it is natural, man-made, or culinary tourism. Therefore, it is important to involve the local community in tourism development, both as business actors and tourists. To achieve the sustainability of tourism from the tourists' perspective, tourist satisfaction serves as a benchmark for the success of sustainable tourism (Nasution & Primandaru, 2023)

Based on identification, it was found that 86% of the tourists who enjoy lemong in Tanjung Sirih Village, Lahat Regency, come from outside the region (Palembang, Pagaralam, Lampung, and Java). This indicates that lemong has become a daily culinary item for the people of Lahat Regency. Yuniati, (2018) said that domestic tourists have characteristics such as a short stay duration (1-2 days), very few use accommodation facilities (they generally stay with relatives or family), are aged between 26 and 40 years, the main motivation is simply to relax, prefer private vehicles, and arrange their own travel plans, not using travel agents, dominated by repeat visitors, consider accessibility to facilities and prices when choosing destinations, and are more interested in nature tourism. This aligns with the interest of tourists visiting Tanjung Sirih Village, where the highest number of visitors (76%) come during holidays or significant festivals. On regular days, the visitors are those who pass through this area daily, buying lemong as souvenirs for their families at home after work, consuming it during their journey, such as for bus drivers, or for locals who want to enjoy lemong.

#### b. Methods: Lemang Sales Methods

There are many methods that can be used in sales. Some of these methods include customers visiting the sales location, parcel services, and collaboration with government agencies or travel companies. Based on the identification, it was found that 12.3% of lemong sellers still rely on customers visiting the sales location without making other efforts. This is due to the characteristics of lemong sellers in Tanjung Sirih Village, Lahat

Regency, where around 20% are over the age of 50. Some factors that cause elderly sellers to continue selling lemang are the need to earn a living and the desire to remain independent. This is consistent with research conducted by (Lestari, 2019). However, there are also weaknesses, such as physical limitations, which prevent them from engaging in excessive activities.

c. Machines: Lemang Sales Tools

In addition to methods, tools for selling lemang also play an important role in marketing and sales strategies. With the advancement of technology, tools such as social media can be used for promotion. Based on the identification, it was found that 22.8% of lemang sellers do not use social media for promotion or sales. These sellers rely on offline purchases or customers visiting their sales locations. This is in line with the sales method, which has a percentage of 12.3%. Besides physical weaknesses, elderly sellers also have limitations when it comes to using technology. This is supported by research (Lestari, 2019), which states that factors preventing the elderly from accessing communication technologies or social media include physical limitations, knowledge, and background.

d. Environment: More Attractive Lemang Sales

Based on the identification, it was found that 80.7% of lemang sellers have similar characteristics, which is being traditional traders. About 75% of these sellers rely solely on selling lemang for their livelihood, so they do not have much capital to make the environment more attractive. (Wibowo et al., 2022) states that traditional traders have characteristics such as limited capital, no economies of scale, no guarantee of cooperation with market suppliers, poor procurement management, and the inability to adapt to consumer needs.

e. Measurement: Remaining Lemang in Sales

The amount of remaining lemang is an indicator of the success of the sales system. Based on the identification, it was found that 14.2% of lemang sales remain unsold, or about 6 to 7 bamboo sticks per day per seller. This leftover is referred to as food waste. To handle this leftover, lemang sellers in Tanjung Sirih Village, Lahat Regency, either resell it, throw it away as waste, distribute it to relatives, or recycle it into new food (recycle food waste). Mas'ad et al. (2024) states that recycling food waste is one method of handling food waste to make it commercial and profitable.

f. Materials: Types of Lemang Sold

The types of lemang sold are generally lemang gemuk (fat lemang) and lemang manis (sweet lemang). Lemang gemuk is made with glutinous rice and coconut milk, while lemang manis includes banana. Based on the identification, it was found that 7% of lemang sellers still make and sell lemang without variations. This is due to the limited human resources, as 20% of the lemang sellers are elderly. The physical limitations of elderly lemang sellers lead to constraints in thinking and innovating (Fedorova et al., 2023).

#### 4. CONCLUSION

Based on the identification and analysis, the conclusion is that the issues causing the inconsistency in lemang sales in Tanjung Sirih Village, Lahat Regency, are due to the limitations in human resources (HR), as some of the lemang sellers are elderly, over the age of 50. The HR limitations at this age affect the sales performance in dealing with sales issues, such as leftover sales (food waste). The existence of leftover sales (food waste) impacts the motivation of lemang sellers to consistently sell lemang, even though

the main reason for elderly sellers to continue working is economic necessity. This results in some leman sellers only selling more during specific times, such as holidays or major festivals, as it is believed that customers or tourists during these times provide a guaranteed purchase. However, with these HR limitations, factors such as Methods, Materials, Machines, Measurements, and Environment become controllable, while Man (people) is not. If the HR has the strength and physical ability, they can control the "Man" factor through Methods, Materials, Machines, Measurements, and Environment.

## 5. ACKNOWLEDGEMENT

We would like to express our gratitude to the vendors of Tanjung Sirih village for supporting our research, and to the Palembang Tourism Polytechnic for providing funding.

## 6. REFERENCES

- Adiyono, N. G., Rahmat, T. Y., & Anindita, R. (2021). Digital Marketing Strategies To Increase Online Business Sales Through Social Media. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(2), 31–37. <https://doi.org/10.51715/husocpument.v1i2.58>
- Anas, A. M., Abdou, A. H., Hassan, T. H., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M. A. M. M., Kegour, A. B. A., & Alboray, H. M. M. (2023). Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Intention in the Restaurant Industry Context. *Sustainability (Switzerland)*, 15(9). <https://doi.org/10.3390/su15097207>
- Fachri, S., Atmono, A., & Andi, F. (2023). Fishbone Model Analysis of Decreasing Coffee Shop Sales in Serang City. *Ps. Minggu, Kota Jakarta Selatan*, 1(1), 11–21.
- Fedorova, Y., Pilková, A., Mikuš, J., Munk, M., & Rehák, J. (2023). Emotional Intelligence Profiles and Intergenerational Collaboration in Business. *Journal of Business Economics and Management*, 24(4), 797–817. <https://doi.org/10.3846/jbem.2023.20280>
- Gustina, L., Novita, W., & Triadi, Y. (2022). *The Impact of E-Commerce on Income Growth*. 4(1), 152–161.
- Hartadi, S. (2022). Business Profile of Micro, Small, and Medium Enterprises (MSMEs). *Bank Indonesia Dan LPPPI*, 1–135.
- Iqbal, M., Pratiyudha, D., Sihombing, D., & Pratama, M. (2021). Identification of Lemantang River Flow Area as Tourism Destination Based Sport Tourism at Lahat Regency – South Sumatera Province. *Proceedings of the Palembang Tourism Forum 2021 (PTF 2021)*, 200(Ptf), 128–134. <https://doi.org/10.2991/aebmr.k.211223.018>
- Khairansyah, M. D., Amrullah, H. N., & Qurratuláini, N. F. (2024). Risk Assessment of Overhead Crane Failure Using Failure Mode and Effect Analysis (FMEA) and Fishbone Diagram Methods. *Jurnal Keselamatan Kesehatan Kerja Dan Lingkungan*, 5(2), 93–101. <https://doi.org/10.25077/jk31.5.2.93-101.2024>
- Lestari, D. (2019). Economic Activities of the Elderly at Depok Beach Tourist Attraction. *Sustainability (Switzerland)*, 11(1), 1–14. [http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484\\_SISTEM\\_PE\\_MBETUNGAN\\_TERPUSAT\\_STRATEGI\\_MELESTARI](http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PE_MBETUNGAN_TERPUSAT_STRATEGI_MELESTARI)
- Mas'ad, M., Sanisah, S., Kamaluddin, K., Arif, A., Rochayati, N., Khosiah, K., Hafiza, B., & Islam, I. (2024). Educating the Community on Increasing Income by Recycling Food Waste into Commercial Products. *JCES | FKIP UMMat*, 7(1), 93. <https://doi.org/10.31764/jces.v7i1.21106>

- Nasution, O. B., & Primandaru, N. (2023). Study on the Impact of Community-Based Tourism as a Support for Sustainable Development on Increasing Tourist Numbers in the Special Region of Yogyakarta. *Indonesian Journal of Tourism and Leisure*, 4(2), 173–183. <https://doi.org/10.36256/ijtl.v4i2.362>
- Pratama, M. (2023). Training on Making Lemang Using Pandan Leaves to Extend the Shelf Life of Lemang as a Souvenir from Tanjung Sirih Village, Lahat Regency. *Jurnal Abdimas Pariwisata*, 4(2), 179–187. <https://doi.org/10.36276/jap.v4i2.432>
- Pratama, M., & Sonjaya, A. M. (2022). The Effect of Adding Antimicrobial Leaves and Modifying Storage Conditions on the Organoleptic Properties of Lemang in Maintaining Shelf Life. *Jurnal Pengolahan Pangan*, 7(2), 56–66. <https://doi.org/10.31970/pangan.v7i2.72>
- Pratama, M., & Sonjaya, A. M. (2023). Effect of Using Silica Gel As Active Packaging To the Lemang Deterioration in Lahat. *Jurnal Pangan Dan Agroindustri*, 11(1), 1–10. <https://doi.org/10.21776/ub.jpa.2023.011.01.1>
- Pratama, M., Sonjaya, A. M., Riady, I., & Yansyah, M. (2024). The Potential of Coffee as a Raw Material in the Development of Lemang Culinary Tourism in Lahat Regency. *Jurnal ALTASIA, Vol. 6*(No. 2), 179–193.
- Salsabillah, W., Hafizzallutfi, Uut Tarissyaa, Nur Azizah, Thia Fathona, & Muhammad Raihan. (2023). The Role of Micro, Small, and Medium Enterprises (Msmes) in Supporting the Indonesian Economy. *Indonesian Journal of Multidisciplinary Sciences (IJoMS)*, 2(2), 255–263. <https://doi.org/10.59066/ijoms.v2i2.339>
- Samudro, A., & Hamdan, H. (2023). Analysis Security, Location, and Word of Mouth of the Purchase Decision for Pantai Indah Kapuk 2 Housing. *Dinasti International Journal of Management Science*, 5(1), 44–56. <https://doi.org/10.31933/dijms.v5i1.2009>
- Sonjaya, A. M., Pratama, M., & Rahmania, T. (2021). Gastronomy Traditional Culinary “ Lemang ” on Tanjung Sirih - Lahat District . *Proceedings of the Palembang Tourism Forum 2021 (PTF 2021)*, 200(Ptf), 100–106. <https://doi.org/10.2991/aebmr.k.211223.014>
- Sonjaya, A. M., Pratama, M., & S, K. T. (2023). Training on the Use of Gastronomic Packaging for Lemang from Tanjung Sirih Village as a Souvenir Attraction for Lahat Regency. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, 5(4), 1637. <https://doi.org/10.20527/btjpm.v5i4.9844>
- Sugiyono. (2020). *Tourism Research Methods (Quantitative, Qualitative, Combined, R&D)* (1st ed.). Alfabeta.
- Suprayitno, D., Ahmad, A., Tartila, T., Sa'dianoor, S., & Aladdin, Y. A. A. (2024). *Qualitative Research Methodology: Comprehensive Theory And Essential References For Researchers*. PT. Sonpedia Publishing Indonesia.
- Susanto, C., Primadi, Ali, H., Sawitri, N., & Ni Widyastuti, T. (2023). Strategic Management: Concept, Implementation, and Indicators of Success (Literature Review). *Siber Journal of Advanced Multidisciplinary*, 1(2), 44–54. <https://doi.org/10.38035/sjam.v1i2.21>
- Suyono, E., Farooque, O. Al, & Riswan, R. (2016). Toward a model of traditional retailers and sellers empowerment in improving competitiveness against modern markets in banyumas region, Indonesia. *DLSU Business and Economics Review*, 25(2), 147–165.
- Wibowo, F., Khasanah, A. U., & Putra, F. I. F. S. (2022). Analysis of the Impact of Modern Markets on the Marketing Performance of Traditional Markets Based on the Perspectives of Traders and Consumers in Wonogiri Regency. *Benefit: Jurnal Manajemen Dan Bisnis*, 7(1), 53–65. <https://doi.org/10.23917/benefit.v7i1.16057>
- Yuniati, N. (2018). Profile and Characteristics of Indonesian Tourists (case study in Yogyakarta). *Jurnal Pariwisata Pesona*, 3(2), 175–190. <https://doi.org/10.26905/jpp.v3i2.2381>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License (<http://creativecommons.org/licenses/by-nc-nd/4.0/>), which permits any noncommercial use, sharing, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if you modified the licensed material. You do not have permission under this license to share adapted material derived from this chapter or parts of it.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

