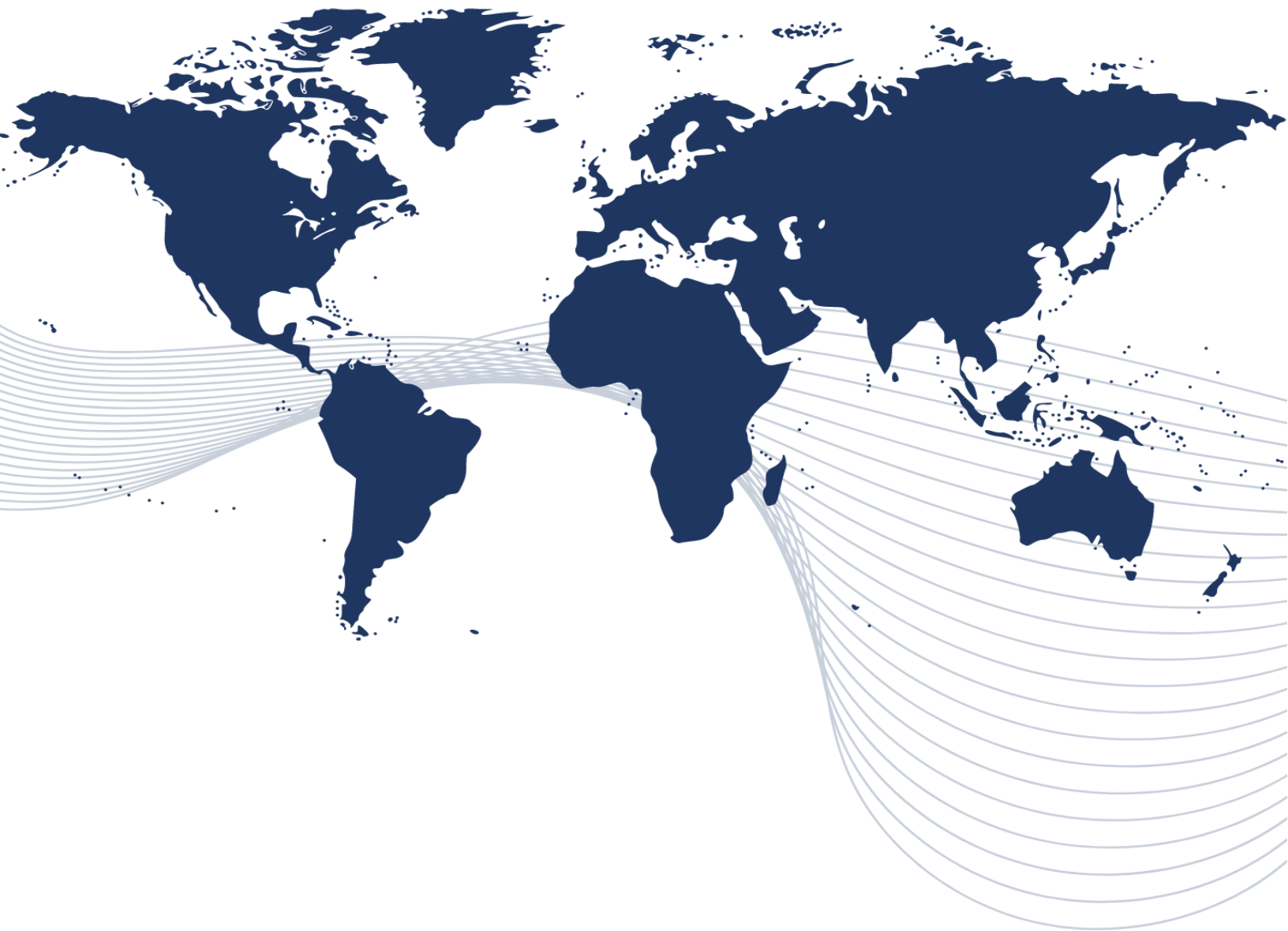


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Digital Marketing Impacts for Preservation of Creative Culture in Aceh Study Case on Traditional Cakes Business

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Abstract

This study is a case study that comprehensively analyzes the phenomenon of digital marketing. The benefits of digital marketing use are felt by users. Business feels a dependence on digital marketing, including the business of Aceh's traditional cakes, especially in the era of the Industrial Revolution 4.0. The purpose of this study generally describes the impact of digital marketing on the preservation of traditional cakes in the city of Aceh Besar. This research is a qualitative type, using an interview method, in-depth interviews, and observations of business. The results of the study it is known that digital marketing makes it easy for society to preserve Aceh's traditional cakes, build a spirit to promote it to the people of the world, provides an opportunity to reach audiences with a wider scope and modern society, gives space to the young generation to know and love Aceh's traditional cakes, an increasing number of people who know Aceh's culture.

Keyword: Aceh; Creative Culture; Digital Marketing; Mariskalogy; Traditional Cakes

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Introduction

In exploring the nature of creativity one study (Beaty et al., 2017) argued that creativity cognition involves the ability to combine concepts stored in memory in order to generate novel associations. In the process of association, typical, usual, natural and best-known associations are provided first and they are the most numerous (Russ & Dillon, 2011). Creative nonverbal tasks are related to images – their perception, association, interpretation and visual thinking. Expressions of nonverbal creativity cannot be identified by reference to artistic expression or drawing skills alone, because even underdeveloped drawing skills allow us to create visual ideas. The interaction between a human body and the surrounding environment results in cognitive, volitional and emotional phenomena and processes, so that the idea and its transformations (associations, implementation and interpretations) are represented in the creative task.

Culture can be described as a system of knowledge, beliefs, procedures, attitudes, and artifacts that is shared within a group. (Smircich, L., 1983). To different degrees and often with incompatible tones, cultural ecology (White 1949; Steward 1955) and cultural materialism (Harris, 1979) are representative of the naturalistic stance, while anthropological structuralism (Lévi-Strauss, 1958) and interpretative anthropology (Geertz, 1973) are fine examples of the symbolic approach (Keesing 1974, for a review see Keesing, 1994). Based on the information above, we can conclude that culture and creativity are very closely related, so that the creative culture can represent a society and its environment, through the products it produces. And cultures should be preserved.

Preserving culture has been the responsibility of the generation who inherited it, namely the young generation in this digital era, various ways have been sought to preserve the culture, so as not to lose its existence from the impact of progress and modernization. The understanding and presentation of information about culture must also be done and strengthened quickly and instantaneously for cultural sustainability (Yolan Priatna, 2017). In the era of the Industrial Revolution 4.0, certainly, all things are required to be processed quickly and instantaneously, but also in terms of maintaining cultural sustainability, and one of the digital media that allows it to be used as the tools are digital marketing.

Digital marketing is buying and selling products, promotion, information, and services via the internet. Internet and technologies are transforming the economy and changing business models. It is undeniable that the business will not sustainable in this digital era, without digital marketing (Dr. S. Sivasankaran, 20017). Including the business of traditional cakes has seen a change. Traditional cakes business of Aceh also uses digital marketing to promote his products, in its implementation, apparently the using of digital marketing to promote cultural products, his facts shows that digital marketing does not just give positive impact for the progress of the business, but also has big impacts on cultural preservation, especially Aceh culture. Customers of online are delighted with prompt and flawless mechanisms building trust in consumers. Even digital marketing has made a successful transition, online taking the lead. In these emerging models, intangible assets such as knowledge, culture exchanges, relationships, brands (Eddy Yunus, Daniel Susilo, Slamet Riyadi, Meithiana Indrasari, Teguh Dwi Putranto, 2019). With these emerging models, the research has been studied further concerning research topics.

This research analyzes the impact of digital marketing on the preservation of Aceh's traditional cakes, which certainly helps the development and preservation of traditional cakes in Aceh, related to the cultural preservation aspects in the digital era. Aceh province is famous for its handicrafts such as Gayo Embroidery, Kasab, Rencong, including traditional cakes. Traditional cakes have the beauty of art imagery with various motifs and unique colors (Ivon Jalil, 2018). Cakes are served at traditional events such as marriages, celebrations. Today, traditional cakes are sold in various tourist destinations as well as festivals.

This research is conducted on small business cakes and Aceh's traditional cakes as a product of creative culture of Aceh, this business is located in the village of Lampisang, the city of Aceh Besar, Aceh province. The

tendency of entrepreneurs who are only waiting for consumers, active in digital marketing, has made this business should rely on orders. Of course, by using digital marketing, possible for Aceh's traditional cakes business to products continuously. It all impacts on the sustainability of Aceh cakes.

Research Method

This research is a qualitative type, using an interview method, in-depth interviews, and observations.

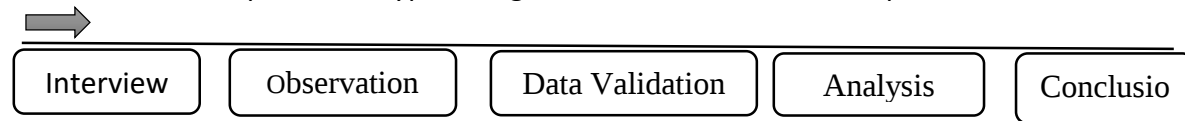


Figure 1. Study Design Flow

This study is case study entrepreneurs in the business of cultural products, especially Aceh's traditional cakes, have contributed to the preservation of culture. Besides, the media to promote their products, define the impact they are given to cultural sustainability. The study's focus on comprehensively analyzes the phenomenon of digital marketing. Therefore, instead of beginning our study from a given theory and then applying qualitative measures (Nurul Zuriah, 2009), we concentrated on generating knowledge based on qualitative data gathered by conducting semi-structured interviews with entrepreneurs and observation (Baxter, P., & Jack, S, 2008). Ultimately, our main goal is to answer this question that what are the positive outcomes of digital marketing impacts for the preservation of culture especially Aceh's traditional cakes, and how that happens?.

Study Region

Indonesia is a country consisting of five large islands, 34 provinces, has a variety of tribes and cultures, one of its provinces is Aceh. It is a province located at the northern tip of the island of Sumatra, and it is the westernmost province in Indonesia. Its capital is Banda Aceh. The provincial population is about 4.5 million inhabitants. It is located near the Andaman and Nicobar islands of India, and integral to the Andaman Sea (Indonesia Information Portal, 2020).

Aceh borders the Bay of Bengal to the north, the Indian Ocean to the west, the Straits of Malacca to the east, and North Sumatra in the southeast and south, Aceh region which located in the westernmost cluster of Nusantara archipelago, occupies a strategic position as the gateway to the traffic, cultural, and business that connects the east and the West since centuries ago has enriched Aceh.

Aceh consists of 18 districts, including Aceh Besar district which has 23 sub-districts and 604 villages, one of them is Gampong Lampisang which existed before the independence of Indonesia, can be seen from the existence of a historical place of Rumoh Cut Nyak Dhien (Rumah Aceh). Gampong Lampisang located in the southwest of Banda Aceh. According to the story from the community that when the Earth Aceh is still occupied by the Dutch company forces the region has been named Lampisang. During the territorial distribution of the region, there are many banana gardens hence the village is called Gampong Lampisang (Rahmad Walidin, 2017). Mothers and young women are actively making Aceh's traditional cakes, as well as being the center of the home industry in Gampong Lampisang.

Aceh people in Gampong Lampisang, in particular, have known some kinds of Aceh's traditional cakes. It is said that traditional cakes because the creation of Aceh Peunajoh is studied based on indigenous customs from ancestors until now that still run in society. The traditional types of Acehnese cakes include Bhoi, Keukarah, Meusekat, Dodoi, Sesagon, and others.

Defining Case and Case Study

Case study is one of the most frequently used qualitative research methodologies. For instance, (Yin, 2002) defines case as “a contemporary phenomenon within its real life context, especially when the boundaries between a phenomenon and context are not clear and the researcher has little control over the phenomenon and context”. His definition of case reflects his advocacy for the case study as a legitimate method of research. Case study is an empirical inquiry that investigates the case or cases conforming to the abovementioned definition (Tellis, W., 1997).

The case of study is Mariskalogy, it is one of the Aceh's traditional cakes Business, focuses on Aceh's Traditional culinary and culture. Mariskalogy is located in Lampisang, Lhoknga district, the main district of Aceh, Aceh province. The business is run by a woman namely Nanda Mariska, she promotes and sells its products using digital marketing, especially Instagram, Facebook, WhatsApp, record Indonesia, and other online media. The reason for making this business as the object of research is that the world's practice of preservation of traditional cakes in Aceh has been long enough and has faced various obstacles in its development, and one that is an excellent point for it is considered a commitment to continue to evolve by trying out potential innovations to be made.

Digital Marketing

Digital marketing is an attempt to do the marketing of a brand or product through the digital world or the internet. The goal is to reach consumers as well as prospective consumers quickly and on time. Simply, digital marketing is a way to promote specific product brands through Internet media. It can be through advertising on the Internet, Facebook, Instagram, WhatsApp, YouTube, or other social media. Digital marketing makes it easy for the business to provide information and interact directly with consumers, expand market share, increase awareness and increase sales for business players (Mohamad Trio Febriyantoro, Debby Arisandi, 2018).

It can be concluded that by using digital marketing information about the product can be conveyed well to the consumer, thus the seller of the products of cultural, results of the community is very good to provide information and educating the consumers about a culture, this space is also very convenient for the traditional product business people to increase the number of users or create consumers for culture, with its image as a product of cultural value Make the product unique and different from the others, is reviewed in terms of reality in the digital age now, it is undeniable that digital marketing has the power that affects humans, which certainly affects the behavior of consumers themselves. The young generation is also the top of this moment; indeed, digital marketing can be katakana as a tool or media that is strong enough to drive the pace of the cultural preservation process.

Preservation of Culture

While Selo Soemardjan and Soeleman Soemardi formulated the culture as all the work, taste and create the community. The work of the community produces the technology and culture of the material and the physical culture required by humans to control the natural surroundings so that the strength and outcome can be perpetuated for community use. Tylor defines culture as a whole complex including knowledge, belief, artistry, moral, customary law and all other abilities and habits that humans have gained as a community member (Spencer-Oatey, H 2012).

While Kroeber and Kluckhohn formulated the definition of culture with behavioral patterns and patterns to behave, both explicit and implicit acquired and acquired through Symbols that make up the distinctive achievement of groups human groups, including manifestations in material objects, Linton translates cultures as the whole of knowledge, attitudes, and patterns of behavior that are a habit that is possessed and inherited by members of a particular society. Specifically, for the research case, the sense of culture can be understood from the opinion of Nurul Iman that says culture is a product that originated from the past and is the form of

values that are incarnated and used in life by a group or nation. The thing to note from the above sense is that culture is a product that is still alive in today's society, either in value or value symbolized by something (E. Fusch, Christina J. Fusch, Janet M. Booker, Patricia I. Fusch, 2016). Bronislaw Malinowski said, cultural elements there are 4 includes:

- The norm and social system that allows cooperation between Community members to adapt to nature.
- Economic organization
- Tools, institutions, and officers for education
- Political force organization.

While Melville J. Herkovits suggests elements, Culture is summarized in four elements (Ranjabar, Jacobus, 2006):

- Technological tools.
- Economic system.
- The family

This research will analyze the intestine with the approach of the Economic system or Economic organization, to know the alignment of the impact of digital marketing use on the case, which will be generated in the analysis process. The preservation of local culture, said that the preservation of the nation's old norms (local culture) is to maintain cultural art values, traditional values by developing a dynamic embodiment, as well as Adapt to ever-changing and evolving situations and conditions. More detailed A.W. Widjaja defines preservation as an activity or carried out continuously, directed and integrated to realize a certain purpose that reflects something that remains and everlasting, dynamic, supple, and selective (A. W. Widjaja,1986). One of the objectives of cultural preservation is also to revitalizing culture (strengthening). Regarding the revitalization of culture Prof. A. Chaedar Alwasilah said there are three steps, namely:

- Understanding to raise awareness,
- Collective planning, and
- The generation of creative cultural creativity.

Cultural preservation can be concluded as a process or preservation Act to know the strategy of or techniques based on their individual needs and conditions (Alwasilah, A. Chaedar, 2006).

Result and Discussion

The following are the results of interviews and observations that were successfully obtained from the Nanda Mariska as the owner of Mariskalogy business as well as data from business observations.

Table. The Owner of Mariskalogy Response

Statements	Responses
Ideas and inspirations for building a business	Initially opened the culinary business offline in Lampisang (parent's business), which is a culinary center typical of Aceh cakes. But over time, look at greater marketing opportunities and low cost through digital marketing. It is of course very interesting and helps the culinary business sector beginners. So since then, I started initiating to open an independent business. Besides, there are advantages in online sales, namely: Mariskalogy make cakes based on Order. So the cake served to the buyers are fresh pastries from the oven. It is also advantageous Mariskalogy (capital based

	on needs) and mothers, women cake makers (the cakes are instantly sold, without any stale and restored due to no loss).
The business of Mariskalogy has been operating	Mariskalogy opened since January 2016 and is still active until now, so more or less 4 years of running
Digital marketing makes it easy for business people to preserve traditional Aceh cakes	The presence of social media is very helpful in digital marketing, especially for novice entrepreneurs
Digital marketing makes business actors and all employees who are led, increasingly excited to preserve and introduce traditional Aceh cakes to the world community	The spirit to introduce the typical Acehnese cakes existed since before the Mariskalogy was opened. With digital marketing, increase the target audience that you want to reach. So, the spirit to promote the typical cakes of Aceh also woke up
Conducting the business of Mariskalogy adds a love for culture	By running a business, I and my entire team are increasingly in love with the culture and the stronger the commitment to preserve it, we prove with our commitment to continue to make and promote Aceh's traditional cakes.
Digital marketing provides many opportunities to introduce Aceh's traditional cakes	Of course, digital marketing presence provides an opportunity to reach audiences with a wider scope.
Digital marketing gives the impression or image of modern or contemporary in the traditional product, which was previously more impressed as an outdated pastry.	In my opinion, modern imagery is on the product. For example, update taste, with the addition of a contemporary flavor, such as Matcha Flavor, Cappucino, etc. Mariskalogy did not do the thing, to keep the originality of traditional flavors. With the presence of digital marketing, Mariskalogy has a space to present during modern society.
As far as the observation of the business, during the use of digital marketing in the Mariskalogy, related to the increasing number of people who know the culture of Aceh, especially the traditional cakes of Aceh.	So far, using digital marketing, I think it adds to my insight as to the owner and also followers. For examples the typical cake distinction of each district in Aceh. For example, Bhoi Aceh is a big soft texture and uses eggs, while the North Aceh Bhoi texture is harder because it uses duck eggs. Then for the millennial generation also who originally knew only a few types of Aceh cakes alone, with Mariskalogy they can get to know more kinds of typical Acehnese cakes. For examples Pret cakes, not many know, but they know from Mariskalogy
The purpose of building a business, in addition to earning profits	Mariskalogy aims to:

1. Help expand the market reach of women traditional pastry craftsmen Aceh.
2. To introduce traditional Aceh cakes to modern society, both in Aceh and outside Aceh.
3. Maintain the culinary heritage of Aceh.

Using digital marketing is easier to invite the younger generation to love and preserve Aceh culture

Social media users are generally teenagers and youths. Digital marketing made room for Mariskalogy to be closer to teenagers and youths so they could get to know then also love the Aceh's traditional cakes.

The use of digital marketing makes Aceh's traditional cakes to compete with modern cakes now, so not the prestige consumed by the young generation now

Healthy trade competition is a natural thing. Also included in attracting consumer interest. Mariskalogy believes that cake products are being offered to attract consumer interest. Proven by the number of followers and orders that are increasing day by day.

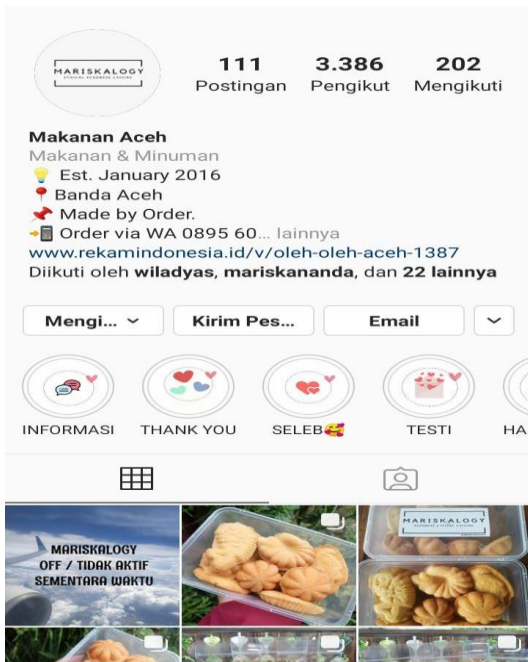


Figure 2. Masriskalogi's Instagram



Figure 3. Masriskalogi's Facebook



269 suka
 dutarayeuk Sambil ngopi atau ngeteh dengan teman dan rekan kerja, enaknya ditemani dengan kenikmatan sajian kue khas Aceh. @mariskalogy menyediakan berbagai jenis kue khas Aceh, baik untuk cemilan sehari-hari dan juga untuk hantaran darabaro. #dutarayeuk #roadtodutarayeuk2016

Figure 4. Mariakalogy collaborated with ambassador of Aceh Besar.



Oleh-oleh Aceh

88 Diputar · 2 Suka · Diunggah 20 September 2018



Paska-Tsunami, jumlah wisatawan yang datang ke Aceh semakin meningkat. Hal tersebut ikut berpengaruh pada permintaan oleh-oleh khas termasuk kue tradisional. Salah satu lokasi yang menyediakan panganan khas Aceh itu adalah Lampisang. Warga di sana khususnya perempuan, memproduksi berbagai jenis kue tradisional seperti bhoi, keukarah, pret, loyang dan dodol. Hal ini tentunya berdampak pada Kemandirian ekonomi dari kaum ibu di Lampisang.

Figure 5. Masriskalogi's video of Rekam Indonesia The tourist



Figure 6. Masriskalogi's Product (Meusekat)



Figure 7. Masriskalogi's Product (Dodol)

The use of digital marketing for business is to make the business better and more thriving, as in product sales, promotion, as well as to increase the amount of revenue. The use of digital marketing to grow businesses whose products are culturally or culturally significant, then digital marketing will provide two very good impacts, the first is purely to increase business revenues and the second is to preserve the culture. This second impact can be formed because of the function of digital marketing itself, namely to get more consumers for the product, and so also in the business of cultural products, by using digital marketing to Culture to get a lot of connoisseurs.

The explanation of digital marketing impact on cultural preservation above, can be observed and understood at the Traditional Cakes Business of Mariskalogy, which is a case used as a research object in this

study. From the results of interviews and observations found data that can be analyzed as the core discussion of this research, the results of the analysis show the following points:

Digital marketing makes it easy for society to preserve Aceh's traditional cakes, with the presence of digital marketing or more precisely, called social media greatly facilitate the community who have the care and passion to preserve the cakes traditional Aceh, because, especially in the era of the Industrial Revolution 4.0, all things are demanded to be done quickly, uncomplicated, the process is simple, and the target is achieved according to the plan. Therefore, Mariskalogy chose digital marketing as a medium to promote and attract many consumers to get to know the traditional cakes of Aceh, it was all implemented in delivering information about diversity, uniqueness, and values are represented from a traditional Aceh cake itself to a fast and simple community, through posts Instagram, WhatsApp, Facebook, Rekam Indonesia, and other social media. And this has given quite a good, where, Mariskalogy managed to introduce several cakes that were rarely found on the market, to the public, and Mariskalogy succeeded in collecting many of his followers on several social media accounts. Not that, the attitude of consumers in the digital era who nudge actively asked and discussed before buying the product, has given a space and the opportunity to Mariskalogy to introduce traditional Aceh cakes to the community, as in terms of its designation, its value, and the difference of traditional Aceh cakes in each district.

Build a spirit to promote it to the people of the world, digital marketing has built the spirit of everyone, especially those who belong to Mariskalogy, both the owner and its workers, and also inspire the traditional cake business. Others to contribute to preserving local culture products, can be denied again using digital marketing on business Mariskalogy has made easier the ordering process, delivering product information, to increase consumers and cookie enthusiasts traditional Aceh, even to the exit of the area, the increasing numbers of these bookings make the business and employees increasingly optimistic, passionate, and committed to continue to actively preserve Aceh's traditional cakes.

It provides an opportunity to reach audiences with a wider scope and modern society, the middle of this modern era is already real, that traditional products will nudge got fierce competition with products that have a modern image in the community now. However, this does not discourage the spirit and commitment of Mariskalogy to continue to promote Aceh's traditional cakes as a decent food on the tongue of modern society, where the Mariskalogy onslaught promotes Aceh's traditional cakes through media postings Social that give a sense of luxurious, and contemporary has made the majority of modern society domiciled in urban areas such as Banda Aceh like to order and consume traditional cakes, not infrequently, Mariskalogy got orders from the people of Aceh Outside the Aceh province. This shows that digital marketing is effective enough to attract people.

Gives space to the young generation to know and love Aceh's traditional cakes, in this digital era, social media seems to have been a necessity for the young generation now, so as to generate the number of social media users among the younger generation, and this becomes an opportunity for Mariskalogy who has used digital marketing to jazz and be closer to the younger generation, and Mariskalogy did some tips to provide information about traditional Aceh cakes, such as posting photographs a product that has a contemporary style and invites the tourist ambassadors of Aceh Besar whose majority is very active, influencing, and can invite other young generations to collaborate and introduce Aceh's traditional cakes, it is very impactful and simple to do.

The increasing number of people who know Aceh's culture, because with digital marketing is very accessible for everyone and from among any society, this openness is a great opportunity for Mariskalogy to share information about the traditional cakes of Aceh, besides, Mariskalogy also presents some information video that is published at rekamindonesia.com, making people in the digital era more easily invited to know and love the folk cakes of Aceh, since Mariskalogy stood 2016 has managed to attract people's interest, this is

evidenced by the number of Instagram followers who have reached 3,386 people, can be understood that the community enthusiasm is quite good. It can be concluded also by making have unlimited means both time and place to educate the public about the culture of Aceh, especially traditional cakes.

Funding

The Conclusion of this study is five categories of themes were identified as the impacts of digital marketing on culture preservation, it is known that digital marketing makes it easy for society to preserve Aceh's traditional cakes, build a spirit to promote it to the people of the world, provides an opportunity to reach audiences with a wider scope and modern society, gives space to the young generation to know and love Aceh's traditional cakes, an increasing number of people who know Aceh's culture.

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