

DOI: <https://doi.org/10.31933/dijemss.v5i4>

Received: 18 May 2024, Revised: 27 May 2024, Publish: 29 May 2024

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Promoting Semanggi Surabaya as an Icon and Tourist Attraction of Surabaya City

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Abstract: The purpose of this research is to promoting Semanggi Surabaya as an icon and tourist attraction in the city of Surabaya. The research design is a case study. Data collection techniques include observation, interviews, and documentation. Data analysis is conducted using the Miles Huberman method. Promoting Semanggi Surabaya as an icon and tourist attraction in the city of Surabaya signifies an effort to enrich its cultural identity. By highlighting the beauty and uniqueness of clover as a symbol representing fertility, peace, and luck, Surabaya expands the awareness of tourists regarding its hidden natural tourism potential. This initiative not only promotes the beauty of the local nature but also strengthens the local community's pride in their cultural heritage. The conclusion emphasizes the importance of preserving and promoting local cultural elements as a strategy to enhance the tourism industry of a city while fostering awareness of the significance of environmental preservation and cultural identity in the rapidly advancing context of globalization.

Keywords: Clover, Icon, Tourist Attraction.

INTRODUCTION

The city of Surabaya, as one of the largest metropolitan cities in Indonesia, has carved its long history in various aspects of life. However, among the many cultural riches and historical heritage owned by Surabaya, Semanggi or also known as Clover has emerged as a unique and captivating icon for this city. Strengthening its identity as one of the symbols of pride for Surabaya's people, Semanggi has become one of the main attractions for the city's tourism. This is attributed to various aspects that promote Semanggi as an icon, including the presence of the song "Semanggi Surabaya," Semanggi Cultivation Village, the deliciousness of Pecel Semanggi as Surabaya's signature food, the Trans Semanggi City Bus transportation service, and the radio event "Semanggi Suroboyo" organized by Radio Suara Surabaya (Anisawati et al., 2022).

The existence of the song "Semanggi Surabaya" has significantly influenced building Semanggi's image as a symbol of Surabaya. The song depicting the beauty and diversity of Surabaya is not just an artistic creation but also a representation of the daily life of Surabaya's people. With lyrics describing the life and beauty of Semanggi, this song has created a strong emotional bond between the people of Surabaya and Semanggi, making it an integral part of the city's identity (Lestari & Pratami, 2018).

Furthermore, the existence of Semanggi Cultivation Village is also one aspect supporting the promotion of Semanggi as an icon and attraction for Surabaya's tourism. The village is a tangible proof of Surabaya's community's concern for the preservation of the environment and local culture. Through this initiative, the local community not only preserves the Semanggi plant but also develops various derivative products from Semanggi, such as cakes and handicrafts. This has created a unique (Cahyani et al., 2023) and attractive atmosphere for tourists visiting Surabaya, contributing positively to promoting the cultural diversity of the city (Wijaya et al., 2020).

Moreover, the deliciousness of Pecel Semanggi as Surabaya's signature food has also been one of the factors strengthening Semanggi's image as a tourism icon for the city. Pecel Semanggi, with its unique seasoning and distinctive taste, has become one of the favorite dishes for the people of Surabaya and tourists visiting the city. Its availability in various eateries and restaurants in Surabaya makes Pecel Semanggi a must-try culinary experience for visitors. Thus, Pecel Semanggi has become one of the culinary attractions that cannot be missed for tourists who want to taste the authentic flavors of Surabaya (Andriani, 2015).

In addition, the Trans Semanggi City Bus transportation service has also made a significant contribution to promoting Semanggi as an icon of Surabaya. With routes traversing various important points in the city, the Trans Semanggi City Bus not only serves as an efficient means of transportation for the people of Surabaya but also acts as an effective promotional tool for Semanggi as an iconic city symbol. Through naming the bus with reference to Semanggi, this transportation service has successfully promoted Semanggi's image as a symbol integrated into the daily lives of Surabaya's people (Faizza, 2017).

Finally, the radio event "Semanggi Suroboyo" organized by Radio Suara Surabaya has also been a successful effort in strengthening Semanggi's image as an icon of Surabaya. By addressing various topics related to Semanggi, such as its history, culture, and culinary aspects, this event has become an effective platform for promoting the diversity and uniqueness of Semanggi to radio listeners. Moreover, the existence of this event also creates opportunities for the people of Surabaya to actively participate in promoting and preserving their city's cultural heritage (Akwila et al., 2023).

Various aspects that promote Semanggi or Clover as an icon and attraction for Surabaya's tourism have made a significant contribution to strengthening the city's identity and promoting its cultural richness and historical heritage to the world. By continuing to preserve and develop these aspects, Semanggi will continue to be a source of pride for Surabaya and an attractive tourist destination for both local and international visitors.

This research aims to analyze how to promote Semanggi as an icon and attraction for Surabaya's tourism. By making Semanggi a symbol, the potential for natural tourism in the city can be more widely promoted, potentially increasing the number of tourists and positively impacting the local economy. The benefits of this research include the enhancement of tourism, the promotion of local culture through the utilization of Semanggi as a symbol of uniqueness, and environmental education by raising awareness of biodiversity and the importance of conservation. Thus, promoting Semanggi as a tourism icon is expected to contribute positively to Surabaya in terms of tourism, culture, and the environment.

METHOD

This research method is designed to investigate the potential of promoting clover as an icon and attraction for tourism in Surabaya, with a focus on cultural, historical, economic, and ecological aspects related to clover as a symbol of the unique local identity. The research design includes cultural and tourism analysis, covering local community perceptions, marketing opportunities, economic impacts, and environmental sustainability. The research method involves surveys, interviews, observations, and qualitative data analysis (Mardhiyah, 2014).

The types of data used include primary data from clover management and secondary data from its documentation, with data sources involving clover management and documentation (Istighfaria & Tutuko, 2017). Data collection is conducted through direct observation, interviews with relevant parties, and historical documentation. Data analysis techniques adopt the Miles and Huberman approach, combining qualitative and quantitative approaches to gain a holistic understanding of the potential of clover as an icon and attraction for tourism in Surabaya (Maghfirotnunisa et al., 2023). The research is anticipated to offer thorough suggestions for enhancing and marketing tourism in the city.

RESULTS AND DISCUSSION

"Semanggi Surabaya" song as an Icon and Attraction for Tourism in Surabaya

The song "Semanggi Surabaya" has become one of the icons defining the uniqueness and allure of Surabaya in the realms of culture and tourism. In portraying the essence of Surabaya, this song conveys messages that go beyond its lyrics. Created by the legendary Indonesian composer, Gesang Martohartono, this song has a rich history and serves as a representation of the pride Surabaya residents have in their identity and history. With lyrics depicting the beauty and spirit of Surabaya, the song has become a symbol of unity and the fighting spirit of the Surabaya community.

"Semanggi Surabaya" is not merely a song but also a reflection of the national spirit and the struggle of the nation. In praising clover as a symbol of unity, the song reflects the spirit of togetherness deeply rooted in the culture of the Surabaya community. Through this song, Surabaya highlights its identity as a city full of unity and togetherness, reflected in the fighting spirit of Surabaya's fighters in defending Indonesia's independence.

The allure of Surabaya's tourism reflected in the song "Semanggi Surabaya" is not limited to historical and cultural aspects but extends to the beauty of nature and the diversity of its tourist attractions. From historical areas like the Old Town and the Submarine Monument to beautiful parks such as Bungkul Park and Harmony Park, Surabaya offers a variety of enticing tourism experiences for both domestic and international tourists. Additionally, the presence of modern shopping centers like Tunjungan Plaza and Grand City Mall adds an extra attraction for tourists seeking shopping and entertainment experiences (Kurniasari, 2014).

In addition to historical and cultural aspects, Surabaya also offers a rich and tantalizing culinary experience. From traditional East Javanese dishes such as chicken soto and rujak cingur to international cuisines available in luxurious restaurants, Surabaya spoils its visitors with a variety of delicious and tempting culinary choices. Thus, Surabaya becomes an attractive tourist destination for culinary enthusiasts eager to explore the richness of Indonesian cuisine.

However, the allure of Surabaya's tourism is not only based on its attractions and tourist activities (Efendi et al., 2019). As a dynamic and evolving city, Surabaya also offers various cultural events and festivals that are appealing to visit. The Surabaya Festival is an example of a cultural festival that becomes a unique attraction for tourists who want to experience the vibrant life of Surabaya. Moreover, art and cultural events such as theater performances and music concerts are also part of Surabaya's dynamic and cultured charm.

It cannot be denied that the song "Semanggi Surabaya" is one element that strengthens the allure of Surabaya's tourism. As a symbol of pride and the fighting spirit of Surabaya's people, this song serves as a reminder of the values of togetherness and unity that are an integral part of Surabaya's culture. By creating an emotional and spiritual connection between the people of Surabaya and the song, Surabaya has successfully created a unique and attractive identity for tourists seeking warmth and togetherness while exploring the city.

In the context of tourism, the song "Semanggi Surabaya" becomes an effective promotional tool in attracting tourists to visit the city. Through the dissemination of this song

through various media such as radio, television, and digital platforms, Surabaya has successfully introduced its culture and beauty to a broader audience. Furthermore, this song often serves as background music in various tourism promotional videos showcasing the natural beauty and tourist attractions of Surabaya (Ardira et al., 2024; Wahyudiono & Susanto, 2017).

Thus, the song "Semanggi Surabaya" not only becomes a cultural icon strengthening Surabaya's identity but also becomes a tourism attraction that successfully captures the attention of tourists to visit the city. Through this song, Surabaya portrays itself as a city full of togetherness, natural beauty, and cultural diversity that is worth exploring. By continuing to promote this song as part of their tourist destination, Surabaya can continue to expand its allure as one of the leading tourist destinations in Indonesia.



Figure 1. Semanggi Surabaya song

Semanggi Cultivation Village as an Icon and Attraction for Tourism in Surabaya

Semanggi Cultivation Village has become one of the captivating icons in Surabaya, Indonesia. With its existence, the village is not only a fertile cultivation ground for clover but also a major attraction for tourists visiting Surabaya. Located in the midst of the city's hustle and bustle, this village offers an intriguing contrast to modern urban life. Surrounded by lush green clover plants, the village provides a peaceful and serene atmosphere, distancing visitors from the noise and commotion of the city. The presence of Semanggi Cultivation Village also inspires local residents to explore the potential of urban cultivation and agriculture, transforming it into an inspirational and educational space.

One of the aspects that makes Semanggi Cultivation Village a major attraction is its unique concept that combines clover cultivation with elements of art and culture. Here, tourists can enjoy various activities, from learning about clover cultivation techniques to participating in art and craft workshops inspired by the surrounding nature. Various art installations made from natural and recycled materials also serve as a unique attraction for visitors eager to explore their creativity while enjoying the beauty of nature.

Moreover, Semanggi Cultivation Village serves as a center for social and community activities in Surabaya. Various cultural and social events, such as art performances, music concerts, and traditional markets, are frequently held in the village, inviting active participation from local residents and visitors alike. This not only creates stronger bonds within the village community but also strengthens the relationship between the village and the city as a whole (Riduwan & Ariyanto, 2019).

In addition to being a tourist destination and a cultural hub (Hillman et al., 2017), Semanggi Cultivation Village plays a crucial role in promoting sustainable and environmentally friendly lifestyles. With a focus on urban farming and the use of natural materials in art and crafts, the village sets an example for the community on how to lead a more balanced lifestyle with nature. Educational programs on waste management, the use of renewable energy, and reducing carbon footprints are also frequently organized in the village, encouraging visitors to be more environmentally conscious and adopt sustainable practices in their daily lives.

Beyond being a tourist destination, Semanggi Cultivation Village also plays a significant role in local economic development. By promoting local products and handicrafts made by local residents, the village provides opportunities for small entrepreneurs to develop their businesses and improve economic well-being in the surrounding area (Cunha et al., 2020; Ferreira et al., 2019). Moreover, by attracting tourists from within and outside the city, the village also contributes to the overall tourism sector of Surabaya, creating job opportunities and generating additional income for the local community (Sari, 2014).

With all its contributions, Semanggi Cultivation Village not only becomes an icon and attraction for tourism in Surabaya but also sets an example for other cities on how to harness local potential for holistic sustainable development. Through its unique combination of cultivation, art, culture, and environmental awareness, the village has successfully created its own unique identity that appeals to visitors from various backgrounds. By continuing to develop and strengthen its programs, Semanggi Cultivation Village is expected to remain an inspirational and attractive destination for Surabaya and its surrounding region in the future.



Figure 2. Semanggi Cultivation Village

Pecel Semanggi as an Icon and Attraction for Tourism in Surabaya

Pecel Semanggi has long been an inseparable culinary icon from the identity of Surabaya, Indonesia. Taking its name from its main ingredient, semanggi (wild plants commonly grown in home gardens), this dish has evolved into an essential part of Surabaya's rich and diverse culinary culture. Its presence not only satisfies the palate but also serves as a fascinating tourist attraction for both local residents and visitors to the city (Sulistiyowati et al., 2024). In various aspects, Pecel Semanggi showcases the cultural heritage, history, and culinary uniqueness of Surabaya.

As an icon, Pecel Semanggi reflects the cultural richness of Surabaya rooted in Javanese tradition. This dish is not just about taste but also about its presentation and distinctive seasoning that sets it apart. The typical pecel seasoning consists of a mixture of peanuts, palm sugar, bird's eye chili, salt, shrimp paste, and lime juice. Fresh semanggi combined with the flavorful pecel seasoning produces a unique and delicious taste. Moreover, Pecel Semanggi is often served with additional sambal (chili paste) and krupuk (crackers), adding dimensions of taste and texture that are more complex. With every bite, Pecel Semanggi provides a captivating sensory experience, showcasing the rich and authentic culinary heritage of Surabaya.

The presence of Pecel Semanggi also acts as a magnet for tourists visiting Surabaya. Culinary tourism has become an integral part of the travel experience, and Pecel Semanggi offers something special and different. Tourists can enjoy this dish in various settings, ranging from roadside stalls to luxurious restaurants. Each place has a different ambiance and experience, allowing tourists to explore the diverse culinary offerings and atmospheres that Surabaya has to offer. Thus, Pecel Semanggi becomes not only food but also a gateway for tourists to explore the culinary and cultural richness of the city (Anisawati et al., 2022).

Not just a culinary icon, Pecel Semanggi also reflects deep cultural and historical values. This dish has been part of the daily life of Surabaya's community for years, becoming

integral to eating rituals and cultural celebrations. Additionally, Pecel Semanggi plays a crucial role in connecting generations, preserving traditions, and maintaining cultural identity. Through each serving of Pecel Semanggi, there are stories of the past, family traditions, and societal changes reflected in its presentation.

Certainly, the presence of Pecel Semanggi as a culinary icon and attraction for tourism in Surabaya is inseparable from the roles played by culinary entrepreneurs and local authorities. They have collaborated to promote and preserve this dish through various efforts, ranging from culinary festivals to promotional campaigns. Additionally, the roles of media and influencers have also strengthened the image of Pecel Semanggi as one of the best culinary destinations in Surabaya, attracting more people to taste and learn more about this dish.

Overall, Pecel Semanggi is not just a culinary dish; it is also a symbol of the cultural richness, history, and tourism attraction of Surabaya. Through its unique taste, captivating culinary tourism experience, and role in preserving cultural identity, Pecel Semanggi continues to maintain its position as one of the most beloved and attractive icons in the city. By continuously promoting, preserving, and appreciating this culinary heritage, Surabaya not only celebrates its own cultural richness but also invites the world to explore its charm through unforgettable and delicious offerings.



Figure 3. Portrait of Pecel Semanggi as an Icon and Tourism Attraction of Surabaya City

Trans Semanggi City Bus as an Icon and Tourist Attraction in Surabaya

Initially, the Trans Semanggi City Bus not only served as a regular public transportation in Surabaya but also symbolized modernity and the city's infrastructural progress. With its complete facilities and advanced technology, the bus provides a comfortable and efficient travel experience for users, creating a positive impression for both tourists and local residents, portraying Surabaya as a city that is advanced and well-organized. Moreover, the Trans Semanggi City Bus is also an interesting sight for tourists visiting Surabaya. Its modern and striking design, adorned with bright colors and appealing graphics, makes it a popular photography subject on social media. Many tourists capture moments around this bus, indirectly contributing to the promotion of tourist destinations in Surabaya through online platforms.

Not just a visual attraction, but the Trans Semanggi City Bus also offers a unique travel experience for its users. With routes passing through various important locations and tourist destinations in Surabaya, the bus serves not only as a means of transportation but also as a tour that guides tourists to explore the beauty and cultural richness of the city. Tourists can easily access various famous attractions such as Taman Bungkul, Monumen Kapal Selam, or the Kawasan 45 to savor Surabaya's signature dishes like sate klopo or rujak cingur (Lestari & Pratami, 2018).

Furthermore, the presence of the Trans Semanggi City Bus contributes to addressing transportation issues and congestion in Surabaya. By providing a cheap and efficient transportation alternative, the bus reduces the number of private vehicles on the road, consequently decreasing air pollution and frequent traffic jams. This has a positive impact on the environment and enhances the comfort of city residents and visiting tourists. Beyond

being a mode of transportation, the Trans Semanggi City Bus also serves as an effective promotional medium for the tourism industry in Surabaya. With announcement and information facilities inside the bus, tourists can easily learn about various tourist destinations and activities available in the city. This helps increase tourists' awareness of Surabaya's tourism potential and encourages them to explore more places within the city.

Moreover, the presence of the Trans Semanggi City Bus has a positive economic impact on the local community. By facilitating accessibility to various tourist spots, the bus helps boost the number of tourist visits to these locations, subsequently increasing income for local businesses such as vendors, restaurants, and tourist attraction managers.



Figure 4. Trans Semanggi City Bus

Semanggi Suroboyo Program on Radio Suara Surabaya as an Icon and Tourist Attraction in Surabaya

The Semanggi Suroboyo program on Radio Suara Surabaya is one of the icons that serves as a tourist attraction in Surabaya. This radio station has a long history and has been an integral part of Surabaya's community for several decades. Through its existence, the Semanggi Suroboyo Program on Radio Suara Surabaya has made various positive contributions in enriching the local culture and providing information and entertainment for its listeners.

Firstly, the Semanggi Suroboyo Program on Radio Suara Surabaya becomes an icon due to its significant role in promoting the local culture and arts of Surabaya. Through its programs, the radio station provides a platform for local artists and cultural figures to share their works, ranging from traditional music, literature, visual arts, to regional dances. Thus, the Semanggi Suroboyo Program not only becomes a space to appreciate the cultural richness of Surabaya but also serves as a means to preserve the distinctive and diverse cultural heritage.

Moreover, the radio program also becomes a crucial information center for the people of Surabaya. By presenting the latest news, information about social, cultural, and political activities, this radio station becomes a reliable source of knowledge for its listeners. This significantly helps in shaping the opinions and awareness of the people of Surabaya regarding important issues happening in their surroundings (Wijaya et al., 2020).

Not only that, the Semanggi Suroboyo Program on Radio Suara Surabaya offers various entertaining programs for its listeners. From talk shows with famous speakers, games, to comedy and music programs, the radio can cater to various tastes with its diverse content. This makes the Semanggi Suroboyo Program on Radio Suara Surabaya one of the popular entertainment destinations in Surabaya.

Besides being an icon, the Semanggi Suroboyo Program also holds significant tourist attraction for visitors coming to Surabaya. Many tourists are interested in visiting the radio studio and witnessing firsthand how a radio station operates. They can take studio tours, participate in live broadcasts, and even meet with famous presenters they often hear on the

airwaves. This experience provides an opportunity for tourists to feel the unique atmosphere of the radio world they previously only listened to through speakers or headphones.

Moreover, the presence of the Semanggi Suroboyo Program on Radio Suara Surabaya enriches the tourist destinations in Surabaya. Many visitors spend their time around the radio studio area, exploring various eateries and souvenir shops nearby. This creates a positive economic impact for local businesses around Radio Suara Surabaya and contributes to the overall development of tourism in Surabaya.

In conclusion, it can be stated that the Semanggi Suroboyo Program on Radio Suara Surabaya is not only an icon that enriches the cultural life of Surabaya's community but also a significant tourist attraction for visitors coming to the city. Through its diverse programs, the radio not only provides entertainment and information for its listeners but also offers a unique experience for tourists who want to explore the uniqueness and diversity of Surabaya's culture. As an integral part of the city's life, the Semanggi Suroboyo Program on Radio Suara Surabaya continues to be one of the elements that enrich and strengthen Surabaya's identity as an attractive tourist destination.



Figure 5. Semanggi Suroboyo Program on Radio Suara Surabaya

CONCLUSION

Promoting the semanggi or clover as the icon and attraction of Surabaya's tourism signifies an effort to enrich the cultural identity of the city. By showcasing the beauty and uniqueness of the clover as a symbol representing fertility, peace, and luck, Surabaya broadens tourists' perspectives on its hidden natural tourism potential. This step not only promotes the beauty of the local nature but also strengthens the local community's pride in their cultural heritage. This conclusion highlights the importance of preserving and promoting local cultural elements as a strategy to enhance the tourism industry of a city while fostering awareness of the significance of environmental conservation and cultural identity in the rapidly globalizing context.

One recommendation for promoting the clover as the icon and attraction of Surabaya's tourism is to introduce a creative and targeted marketing program involving collaboration between the local government, tourism industry stakeholders, and the local community. The program could include promotional activities that highlight the uniqueness and beauty of the clover as a symbol of the city, through social media, visual campaigns, and thematic tourism tours that emphasize the cultural and natural richness associated with the clover.

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