

Innovation and Entrepreneurship Strategies in Traditional Product Educational Tourism: A Case Study of Omah Jadah Kaliurang

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ABSTRACT

Omah Jadah Kaliurang is a micro, small, and medium enterprise (MSME) in Yogyakarta that promotes the concept of culinary edutourism featuring traditional jadah tempeh products. This study aims to identify the challenges faced by Omah Jadah and develop innovation and entrepreneurship strategies to improve competitiveness. The methods used were field observations and interviews with the managers and advisors of Omah Jadah. The results of the study show that Omah Jadah faces several major problems, namely limited product diversification, unattractive edutourism designs, suboptimal production layouts, and limited marketing efforts. Therefore, a number of innovation strategies are recommended, including diversifying tempeh products, improving the design of educational tourism through the concept of an educational tourism park and cultural gallery, rearranging the layout of the production space to improve efficiency and food safety, and strengthening the Penta Helix marketing partnership model. The implementation of these strategies is expected to increase the appeal of Omah Jadah's edutourism, expand its market reach, and support business sustainability.

1. INTRODUCTION

Small and Medium Enterprises (SMEs) play an important and strategic role in national economic development. SMEs are productive economic activities widely carried out by the community to support household, community, and national economies (Irawan et al., 2021). In developing countries, Micro, Small, and Medium Enterprises (MSMEs) employ around 45% of the total workforce and contribute 33% to the Gross Domestic Product (GDP) (Pedraza, J. M. 2021). Meanwhile, according to Kholifah and Andini (2024), the MSME sector contributes 61% to the Gross Domestic Product (GDP), or Rp 9,580 trillion, and MSMEs contribute to 97% of total employment. Indonesia has 65.5 million MSMEs, which account for 99% of all business units (Kholifah and Andini, 2024). Given this role, the development of SMEs needs to receive significant attention, both from the government and the community, in order to become more competitive (Firdaus et al., 2024; Haikal et al., 2025a).

Omah Jadah Kaliurang is one of the SMEs fostered by the Sleman Regency Industry and Trade Office (Disperindag). Omah Jadah is a production house and educational tourist attraction located in the Tlogo Putri area, Kaliurang, Sleman Regency, Special Region of Yogyakarta. The existence of Omah Jadah educational tourism is expected to increase the independence and competitiveness of jadah tempe snacks in the market. At Omah Jadah Kaliurang, jadah tempe is processed using traditional and modern methods. In addition to conventional jadah tempe products, there are also frozen jadah tempe products. The most famous jadah tempe is Jadah Tempe Mbah Carik in the Kaliurang tourist area. This dish was introduced by Mbah Carik (Sastro Dinomo) in the 1950s. It gained fame when Sri Sultan Hamengkubuwono IX tasted the tempeh jadah. He reportedly loved it. Since then, tempeh

jadah has become a famous dish and a signature dish of Yogyakarta, particularly in Kaliurang, up to the present day.

Omah Jadah Kaliurang promotes the concept of edutourism, where edutourism is a form of tourism in which tourists travel to specific destinations with the main purpose of gaining first-hand learning experiences and knowledge of an educational, professional, or personal nature, such as history, culture, society, or language learning (Franco et al., 2022). Edu-tourism typically involves activities that combine education with travel experiences, allowing visitors to gain knowledge about the environment, cultural heritage, skills, or other aspects of the destinations they visit (Ilhami et al., 2022). This concept aims to provide a more interactive and enjoyable learning experience, so that participants can acquire new knowledge and skills while enjoying their trip. Educational tourism often involves collaboration between educational institutions and tourism service providers (Akyürek et al., 2024).

Based on the track record and description above, it can be concluded that Omah Jadah is one of the best edutourism sites in Sleman Regency, but there is still room for innovation and development that can be implemented to advance this edutourism site. In addition, innovation will have an impact on economic growth for those involved and increase productivity and be able to solve problems by implementing new technology. Due to the limited scale of their businesses, many Micro, Small, and Medium Enterprises (MSMEs) face obstacles in accessing financial and human resources that can increase productivity, including talented individuals who have the latest knowledge about technology, finance, and management practices (Albaz et al., 2020).

Innovation is a new idea, object, or practice such as scientific knowledge, technical products, application methods, and tools that are considered new facilitators in problem solving, direct acceptance, procedures, communities, structures, and technology (Khan et al., 2020). Innovation is also a process that improves sustainability performance, which includes a combination of environmental, social, and economic sustainability. This sustainable innovation is a type of innovation that not only focuses on economic benefits but also considers the social and environmental impacts of business activities. Innovation can include the development of new products, new processes, or new methods of doing business that aim to improve efficiency and reduce negative impacts on the environment (Nasiri et al, 2021; Haikal et al., 2025b; Firdaus et al., 2025).

Based on the above description, innovation is still needed to be implemented in Omah Jadah Kaliurang educational tourism. This study is in the context of MSME development policies and tourism promotion in Yogyakarta. The Omah Jadah case was chosen because of its potential as a model for integrating traditional food heritage with modern entrepreneurship strategies. Previous studies have highlighted the need for innovation in MSMEs, but few have discussed the intersection between edutourism and traditional food entrepreneurship. The purpose of this study is to identify existing challenges and propose strategic innovations to improve the competitiveness and sustainability of Omah Jadah. This study contributes to the literature by offering a practical framework for innovation in traditional food edutourism, with implications for policy and practice.

2. METHOD

This study uses a qualitative case study approach with a focus on innovation and entrepreneurship strategies applied to Omah Jadah Kaliurang edu-tourism.

2.1 Research Location and Time

The research was conducted at Omah Jadah Kaliurang, Sleman, Yogyakarta in September 2024. This location was chosen because it is a center for the development of traditional jadah tempe products that integrates the concept of edu-tourism.

2.2 Research Subjects and Objects

The research subjects were the managers of Omah Jadah, workers, visitors, and stakeholders (Sleman Industry and Trade Office). The research objects included product innovation strategies, edutourism design, marketing strategies, and entrepreneurial patterns applied.

2.3 Types and Sources of Data

Primary data was obtained through direct observation, in-depth interviews with managers, workers, and visitors, and documentation of production and marketing activities. Meanwhile, secondary data was obtained from relevant agency reports, academic literature, and publications on MSME innovation and edutourism.

2.4 Data Collection Techniques

- a. Participatory observation of the production process, facility layout, marketing, and edutourism activities.
- b. Semi-structured interviews with managers, workers, and tourists to obtain information related to innovation and entrepreneurship strategies. Informants were determined using a purposive sampling technique, based on their level of direct involvement in innovation and entrepreneurial activities at Omah Jadah.

Table 1. Informants and Selection Criteria

No	Respondent Category	Selection Criteria	Description
1	Managers of Omah Jadah	<ul style="list-style-type: none"> • Directly involved in business planning and decision-making processes. 	2 managers (the marketing and operational manager) responsible for business operations, product development, and marketing strategy.
2	Production and Service Workers	<ul style="list-style-type: none"> • Have at least one years of work experience at Omah Jadah. 	consisting of 2 Jadah tempe producers affiliated with the Omah Jadah production center and 1 frontliner.
3	Visitors	<ul style="list-style-type: none"> • Have participated in Omah Jadah’s edutourism activities more than once. 	3 visitors who took part in edutourism activities and provided feedback on their tourism experience.
4	Stakeholder (Government Representative)	<ul style="list-style-type: none"> • Represent a government institution involved in MSME development and supervision, i.e. Sleman Regency Office of Industry and Trade (<i>Dinas Perindustrian dan Perdagangan Kabupaten Sleman</i>). 	1 representative from <i>Dinas Perindustrian dan Perdagangan Kabupaten Sleman</i> .

- c. Documentation in the form of photos, reports, and archives of Omah Jadah activities.

2.5 Data Analysis

Data were analyzed using a qualitative descriptive approach, through the following steps:

- a. Data reduction, which involved selecting and simplifying interview and observation results to identify relevant information according to the research focus;
- b. Data presentation in the form of narrative descriptions illustrating real conditions in the field; and
- c. Conclusion drawing through interpretation of findings to identify the innovation and entrepreneurship strategies implemented at Omah Jadah.

The analysis process was carried out through direct note-taking of interviews and field observations in the form of field notes. These records were then compared across different sources to obtain a comprehensive understanding of the research topic.

3. RESULT AND DISCUSSION

3.1 Profile of Omah Jadah and Its Traditional Products

Omah Jadah is an educational tourist attraction located on the slopes of Mount Merapi in Kaliurang, Sleman Regency, Special Region of Yogyakarta. Jadah is a snack made from Kaliurang Sleman's signature sticky rice, which is usually eaten with tempeh or sweet soy-braised tofu, hence the name jadah tempe. It is served wrapped in banana leaves. Jadah has a savory taste combined with the sweetness of tempeh or tahu bacem, enhanced with chili peppers, making this snack a favorite among tourists in the cool climate of Kaliurang.

Omah Jadah in Kaliurang was launched by the Sleman Regency Government on Sunday, June 25, 2023, located in the Tlogo Putri area, Kaliurang. Omah Jadah Kaliurang is a production house and educational tourist attraction that is expected to increase the independence and competitiveness of jadah tempe snacks in the market. Currently, there are 80 members of the Jadah Tempe center in Kaliurang, most of whom are women and elderly people. Members of the jadah tempe center in Kaliurang have previously received various training from the Sleman Regency Industry and Trade Office, including training on proper jadah tempe production methods, innovation in jadah tempe and derivative products, marketing management, and strategies to attract consumers. Omah Jadah Kaliurang processes jadah tempe using both traditional and modern methods. In addition to conventional jadah tempe products, there are processed sushi jadah tempe and frozen jadah tempe products.

The name jadah tempe is a combination of two types of food, namely jadah, which is a dish made from sticky rice with a savory taste, and tempeh or tofu. Tempeh and tofu are cooked using the bacem method. Bacem is a cooking process using basic seasonings of salt, bay leaves, brown sugar, and water. The cooking process takes a long time, approximately 24 hours, so that the flavors of the spices can soak into the tempeh. Bacem tends to have a sweeter taste. After the bacem process, the tempeh is fried until brown. Frying does not take long because the palm sugar in the bacem causes the fried tempeh to burn more quickly.

In addition to conventional Jadah Tempe products, Omah Jadah Kaliurang has also innovated by creating frozen processed Jadah Tempe products. After the cooking process, the products are stored in the refrigerator so that visitors, especially those from out of town who want to bring Jadah Tempe home as souvenirs, can still enjoy them. With the frozen method, Jadah Tempe can last longer and does not spoil.

The amount of Jadah Tempe produced by the Omah Jadah SME center varies daily, depending on tourist demand. This system also helps to better map demand. This flexibility allows the Omah Jadah SME center to adapt to market conditions and reduce potential losses due to overproduction. In a day, the Omah Jadah SME center is capable of producing 5-10 kg

of Jadah and 250-400 pieces of tempe bacem. The overall production process at Omah Jadah Kaliurang can be seen in the following flowchart.

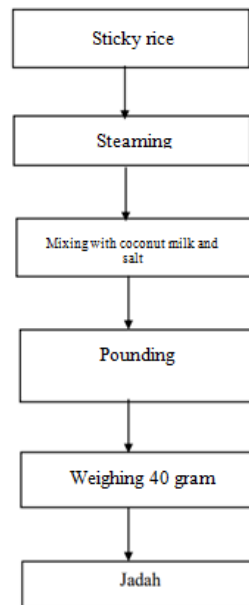


Figure 1. Diagram of the jadah production process

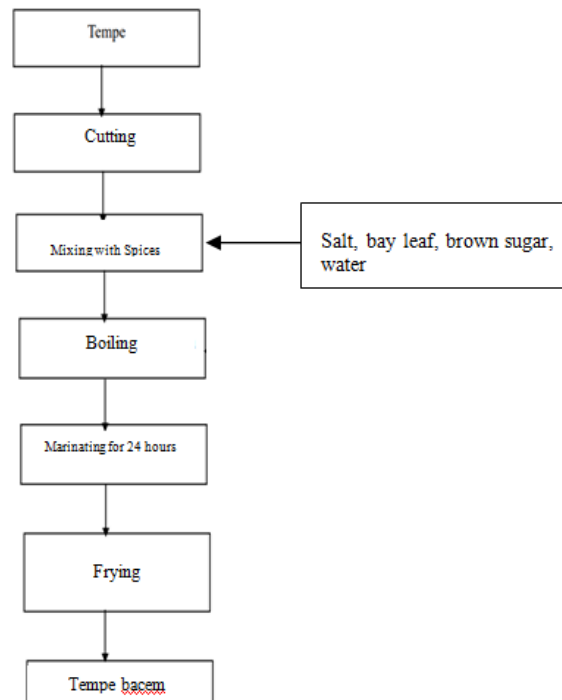


Figure 2. Diagram of the tempe bacem production process at Omah Jadah

3.2 Diversification of Jadah Tempe Products

Omah Jadah Kaliurang produces jadah tempe as its main product, which consists of jadah (pounded sticky rice mixed with savory grated coconut) and tempe bacem (soybean tempeh cooked slowly with palm sugar and spices until sweet and flavorful). This product is traditionally served wrapped in banana leaves and is usually enjoyed warm with chili

peppers, making it a specialty dish in the Kaliurang mountain region. In addition to selling fresh, ready-to-eat jadah tempe, Omah Jadah has developed several processed variants such as frozen jadah tempe for souvenirs, as well as innovative products such as jadah tempe sushi, where jadah is served similar to sushi rolls with tempe filling inside. Despite these diversification efforts, product choices remain relatively monotonous. Consumers essentially only encounter similar forms and flavors of tempeh jadah, so the potential for a broader market has not been fully tapped.



Figure 3. Jadah Tempe



Figure 4. Jadah Tempe Frozen

Product diversification is an important strategy for culinary MSMEs to expand their market and prevent consumer saturation. According to Martina et al. (2021), product diversification involves developing new variants of existing products to reach different customer preferences. In other words, diversification innovation can increase product appeal and add selling value, while reducing the risk if one type of product experiences a decline in demand. In line with this concept, Omah Jadah needs to diversify its tempeh products so that it can compete with other culinary products and attract new consumer segments. Based on analysis, several ideas for diversifying tempeh products that can be applied at Omah Jadah include:

a. Product Variations

Offering a selection of jadah tempeh with a variety of toppings or seasonings. For example, offering jadah tempeh packages with various types of specialty sambals (garlic sambal, shrimp paste sambal, green sambal) as dips, or serving grilled jadah tempeh for consumers who avoid oily foods. These flavor variations can provide customers with a different culinary experience and prevent boredom.

b. Package Jadah Tempe and Traditional Beverage

Collaborate with local beverage producers to sell combo packages of jadah tempe + specialty drinks. For example, jadah tempe can be paired with a cup of local coffee, herbal tea, or warm ginger tea. Packages like this not only increase sales per transaction, but also elevate the image of traditional cuisine as a more complete culinary experience.

c. Jadah Tempe *Bento*

Packaging tempeh in a practical bento-style box, complete with side dishes and vegetables. For example, one bento box contains several pieces of tempeh, accompanied by vegetable salad or other traditional side dishes in small portions. This innovation in packaging and presentation makes the product more appealing to modern tourists, easy to take home, and has the potential to reach the catering or school lunch market.

The above strategy aligns with the trend of food SME diversification as mentioned by Martina et al. (2021), which states that variations in product size, type, and packaging can increase consumer interest. With the right product diversification, Omah Jadah can enrich its offerings to attract a wider consumer segment while increasing revenue.

3.3 Educational Tourism and Cultural Gallery Concept

As an educational tourism destination, Omah Jadah has a unique geographical location and high natural potential. Located on the slopes of Mount Merapi with cool air, surrounded by pine forests and close to Telaga Putri, Omah Jadah should be able to offer natural attractions in addition to culinary education activities. However, observations indicate that this environmental potential has not been optimally managed by Omah Jadah's operators. The area around the main building remains poorly organized; there are few facilities for visitors to relax or enjoy the natural scenery. As a result, the tourist experience is limited to learning how to make Jadah Tempe and purchasing products, without any supporting recreational activities. In fact, the ideal concept of edutourism is to combine educational and recreational aspects in a balanced manner. Therefore, innovation in edutourism design is needed, particularly through the arrangement of an edutourism park that can increase visitor comfort and interest. Based on the analysis, several innovations that can be implemented are:

a. Creation of a thematic garden in Omah Jadah

Green open spaces designed with landscape aesthetics will provide significant added value. The garden design can take advantage of the natural features of the area: walking paths under shady trees, picnic areas with mats overlooking the lake, and gazebos as places to rest. The addition of garden elements such as local flowers, educational information boards about food crops, and interesting photo spots will make visitors want to stay longer. This type of educational tourism park is not only recreational but also educational, for example by providing information about the raw materials used to make jadah (sticky rice, coconut, soybeans) that are grown in the mini garden area. This effort is in line with the principle that a well-designed landscape can provide comfort, aesthetics, and learning opportunities for visitors. The beautiful and well-organized environment of Omah Jadah will create a holistic tourism experience: visitors can learn how to make jadah tempe and enjoy the natural atmosphere, increasing their overall satisfaction.

b. Developing a mini cultural gallery at the Omah Jadah location.

Considering that jadah tempe is a legendary food steeped in local history, the production and sales area can be designed to resemble a small gallery displaying historical and cultural information related to jadah tempe. For example, the walls of the main room can

be decorated with posters or photos documenting the journey of jadah tempe over time, important figures (such as Mbah Carik, the creator of Kaliurang jadah tempe), and testimonials from Sri Sultan HB IX, who popularized it. In addition, traditional jadah tempeh-making tools (such as mortars, steamers, and trays) can be displayed alongside the modern equipment currently in use. This will create a visual narrative about the evolution of jadah tempeh production. This mini gallery serves a dual purpose: as a means of cultural education for the younger generation and tourists, as well as an additional tourist attraction. Visitors can read stories and view historical artifacts while waiting for food to be prepared or before leaving. The concept of a cultural gallery has been widely applied in heritage-based culinary tourism to enhance visitors' appreciation of the historical context of the products. With the addition of an educational tourism park and cultural gallery, Omah Jadah will offer more than just a place to buy food; it will provide a rich and immersive educational tourism experience.

3.4 Rearranging the Production Layout

Internal operational aspects, particularly the layout of production facilities, are also a focus of improvement in the context of innovation at Omah Jadah. An efficient layout is very important for smooth production processes and food quality assurance. A good layout will make optimal use of space, prevent workflow obstacles, and minimize the risk of accidents or contamination. Findings in the field show that Omah Jadah's current production layout is inadequate: the processes of preparing raw materials, processing (steaming sticky rice, fermenting tempeh, frying), and packaging the final product are still carried out in adjacent or even mixed areas. For example, sticky rice grinding and tempeh frying take place in the same room, creating the potential for cross-contamination between raw materials and ready-to-eat products. Cross-contamination is the transfer of germs or harmful substances from one object to food, which can occur if clean and dirty zones are not separated. This condition is exacerbated by the lack of formal implementation of Good Manufacturing Practice (GMP) and Sanitation Standard Operating Procedure (SSOP) standards at Omah Jadah. In fact, the implementation of GMP and sanitation SOPs is an important prerequisite for ensuring food safety in the food industry (Maiberger & Sunmola, 2023). Without proper process organization and hygienic procedures, the quality of tempeh products is vulnerable to decline, and consumer confidence may be negatively impacted.

Based on this, production layout can be rearranged (relayout) by separating areas based on process stages and hygiene levels. The main principle in this proposal is zone separation: the raw material and initial processing areas (low risk areas) must be separated from the finished product and packaging areas (high care areas). Specifically, the production room can be divided into several sections: (1) the raw material preparation zone (washing sticky rice, soaking soybeans, etc.), (2) wet processing zone such as steaming sticky rice and fermenting tempeh, (3) final processing zone such as pounding sticky rice and frying tempeh, (4) finished product packaging and storage zone, and (5) serving/service area.

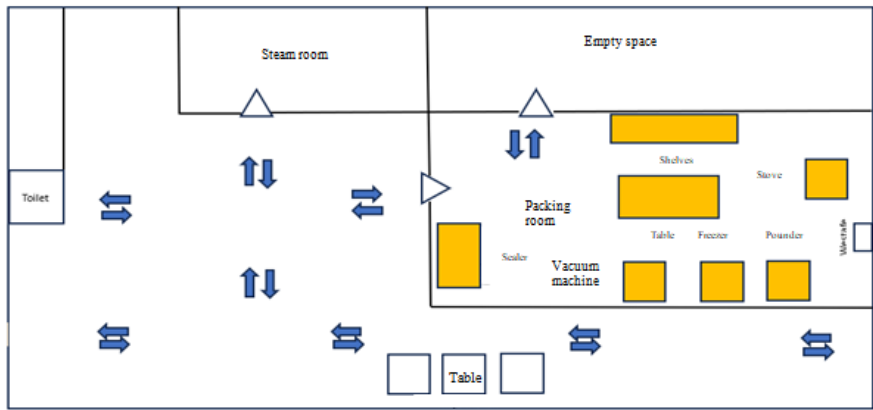


Figure 5. Current Layout Design

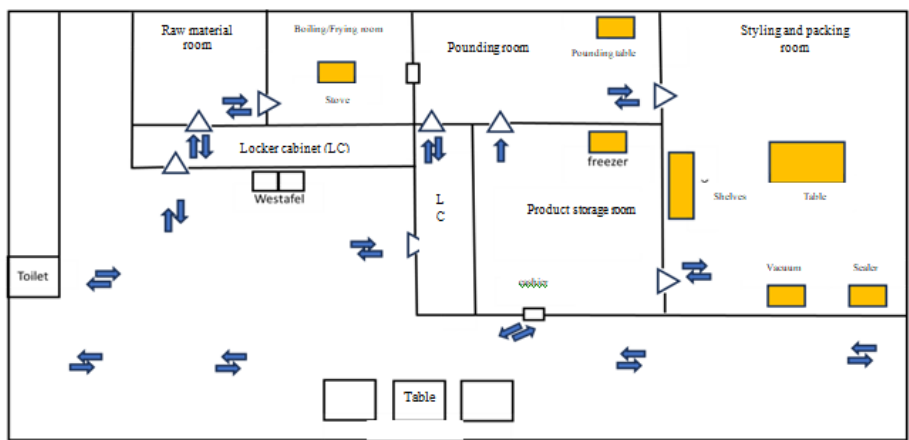


Figure 6. Proposed Layout Design

With a new, more structured layout, the tempeh production process can run more efficiently and safely. Workers can move along clear lines, the potential for cross-contamination can be prevented, and the quality of the final product is more assured. Another case study shows that relocating production facilities can increase productivity and output quality (Iskandar & Fahin, 2017). For Omah Jadah, investing in the rearrangement of production space will support the long-term business, especially since traditional food products rely heavily on consumer trust in their cleanliness and safety.

3.5 Penta Helix Model Marketing and Partnership Strategy

Improving marketing strategies is a key factor in expanding the market reach of Omah Jadah Kaliurang. So far, marketing efforts have included local promotion (word of mouth among Kaliurang tourists) and the use of social media such as Instagram and YouTube to introduce products. Omah Jadah has also been the venue for several special events (such as competitions or art performances), which have helped to increase its visibility among the local community. However, Omah Jadah's overall branding is still relatively low, with few tourists outside Yogyakarta knowing this destination as a center for educational tourism jadah tempe (edutainment).

In the era of digitalization and modern tourism, MSMEs need to conduct more aggressive and targeted marketing. One recommended approach is through strategic partnerships involving various stakeholders. The Penta Helix model concept can be applied for this purpose, where five actors (academics, government, business actors, community, and media) work together in synergy in the development of tourism and the creative economy

(Herawati et al., 2022). Penta Helix essentially encourages cross-sector collaboration to create open and mutually supportive innovation. This collaborative approach is in line with the idea of open innovation in entrepreneurship, which involves the contribution of ideas and resources from external parties for the advancement of the business (Unal & Tecim, 2017). For Omah Jadah, the implementation of the Penta Helix partnership has the potential to expand its marketing network, increase supporting resources, and enhance its reputation through the support of many parties. The following are Omah Jadah's proposed Penta Helix-based marketing and partnership strategies:

- a. Academics collaborate with universities or researchers for product development and marketing. For example, an applied research program with a university in Yogyakarta to study effective promotion strategies for tempeh, consumer preference analysis, or packaging technology innovations to increase product shelf life. The involvement of academics can provide data-based scientific recommendations for Omah Jadah managers, as well as open up opportunities for students to participate in projects or internships at Omah Jadah.
- b. The government strengthens collaboration with local government agencies (Trade Office, Tourism Office, and others). The government can help promote Omah Jadah through official events or traditional culinary exhibitions, including Omah Jadah in Sleman's flagship tourism packages, and provide regulatory support (e.g., ease of licensing, halal/PIRT certification). Government support can also take the form of public campaigns such as the "Proud of Local Food" movement to encourage people to consume products such as jadah tempe. With this synergy, Omah Jadah gains wider access to markets and resources facilitated by the government.
- c. Business/Industry Players, embrace partnerships with the private sector, especially in the fields of trade and tourism. Omah Jadah can collaborate with retail chains or food distributors to place frozen tempeh products in supermarkets, souvenir shops, or e-commerce platforms. For example, establishing contracts with distributors that have a network of minimarkets so that products can be available in various locations outside Kaliurang. In addition, the use of e-commerce platforms such as Shopee is very promising given the increasing trend of online shopping. By offering tempeh products (fresh and frozen) on e-commerce platforms and providing fast delivery services, Omah Jadah can directly reach customers outside the region. A study by Steven & Barata (2022) shows that good service quality and word-of-mouth on e-commerce platforms can increase consumer confidence in online transactions. This indicates that the presence of Omah Jadah products on trusted platforms with positive reviews will strengthen its brand and digital sales.
- d. Tourism communities and stakeholders, in collaboration with local communities, tourism groups, and travel agencies, can boost visitor numbers. For example, Omah Jadah can partner with the Kaliurang tourism community to include visits to Omah Jadah in regular tour packages. Local tour guides can be invited to collaborate so that every group of tourists visiting Kaliurang is directed to stop by Omah Jadah. Additionally, cooperation with other traditional food SME communities can be achieved by participating together in culinary festivals or traditional food bazaars. This step not only expands the marketing network but also builds solidarity among traditional business operators.
- e. Media and Influencers, utilizing the role of mass media and social media for more massive publicity. Omah Jadah can issue press releases to local/national media about its success in developing culinary edutourism, thereby gaining positive publicity. In the digital age, collaborating with influencers or famous chefs is also highly effective for promotion. Inviting food vloggers or travel influencers to Omah Jadah to experience making jadah tempe, then sharing it on YouTube or Instagram, will significantly increase

exposure. Omah Jadah could even organize special events, such as a jadah tempe cooking demonstration on an open stage (e.g., Telaga Putri Art Stage) with a renowned chef, which would be covered by the media. Unique activities like this can attract widespread public attention and strengthen Omah Jadah's image as an innovative culinary tourism

Through the implementation of the Penta Helix strategy above, Omah Jadah is expected to be able to build a strong entrepreneurial ecosystem. The collaboration between these five elements will complement each other: academics contribute knowledge, the government provides facilitation, businesses open up market access, communities increase local involvement, and the media disseminates information. This collaborative marketing approach will strengthen Omah Jadah's position both as an SME and a tourist destination, thereby maintaining the competitiveness and sustainability of the business.

4. CONCLUSION

This study shows that innovation and entrepreneurial strategies play an important role in the development of traditional product-based edu-tourism. Various innovation opportunities in the edu-tourism and entrepreneurship sectors at the Omah Jadah Kaliurang SME center can be optimized. For example, product diversification, improvement of edutourism design, optimization of production layout, and strengthening of marketing through Penta Helix partnerships are the four main pillars of recommendations resulting from this analysis. Diversification of tempeh products (e.g., adding flavor variations and serving packages) will increase consumer appeal and the economic value of the product. Improving the design of edutourism through attractive landscaping and the provision of educational galleries can transform Omah Jadah into a more interactive destination and increase visitor satisfaction. On the operational side, reorganizing the production space to be more hygienic and efficient will ensure product quality and safety, which is crucial for the sustainability of the food business. Meanwhile, the implementation of the Penta Helix collaborative marketing strategy opens up opportunities for market expansion and sustainable innovation with the support of various stakeholders. The integrated implementation of these innovations is expected to significantly increase Omah Jadah's competitiveness, while strengthening its position as a leading educational tourism destination in Yogyakarta that offers a unique and valuable educational tourism experience.

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