

Optimizing Perlis Culinary Tourism through Community-Based Tourism: An Indonesia-Malaysia Cross Border Community Engagement Model

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Abstract– The development of Community Based Tourism (CBT)-based culinary tourism is an important strategy in maintaining the sustainability of traditional culinary and improving the welfare of local communities. In Perlis, traditional Malay kuih has strong historical, symbolic, and cultural value, but it has not been optimally utilized as a tourist attraction. This community service activity is a collaboration between the Universitas Islam Sumatera Utara (UISU) Indonesia, Kolej Komuniti Arau (KKA) Malaysia, and MSMEs that produce traditional Perlis cakes as the main partners. The purpose of this activity is to increase the capacity of MSMEs through packaging innovation, strengthening cultural storytelling, improving digital marketing competencies, and preparing CBT-based culinary tour packages. The implementation method includes initial observation of the production and marketing process, packaging innovation training and cultural narrative, digital marketing workshops, MSME assistance, and evaluation of program success. The results of the activity showed a significant improvement in the quality of product packaging, the ability of MSMEs to convey cultural narratives, digital marketing skills, and the readiness of MSMEs to participate in culinary tour packages. The program also strengthens the Indonesia-Malaysia international network and opens up sustainability opportunities through cross-border cooperation. Overall, this dedication has succeeded in increasing the culinary competitiveness of Perlis and strengthening the role of local communities in the development of culture-based gastronomic tourism.

Keywords: Culinary Tourism, Community Based Tourism, MSMEs, Traditional Cakes, Perlis

1. INTRODUCTION

Culinary tourism is currently developing as one of the main drivers of experience-based tourism because it is able to integrate aspects of taste, culture, and social interaction in one complete package of tourist attractions (Tham, 2024; Jalis, 2024). Globally, gastronomic tourism is no longer positioned simply as a complement to destinations, but as a core element in the formation of destination image and the strengthening of the local cultural-based economy (Krittayaruangroj et al., 2023; Som et al., 2020). In Indonesia and Malaysia, traditional culinary is part of an intangible cultural heritage that has great potential to be developed as a community-based tourism attraction (Indonesia, 2023; Organization, 2020).

In Malaysia, especially in the Perlis region, the existence of traditional Malay kuih such as kuih karas, seri muka, dangai, and pulut dakap represent a strong local cultural identity and have high historical and symbolic value (Kamaruzaman et al., 2020; Omar, 2025). However, in the midst of food modernization and changing preferences of the younger generation, the sustainability of traditional cuisine faces serious challenges in the form of declining consumption interest, taste standardization, and competition with modern products (Abdullah, 2025; Khan et al., 2025). A similar phenomenon is also found in the context of traditional culinary in various regions in Indonesia, where the limitations of packaging and marketing innovations are the main obstacles in the development of MSME-based culinary tourism (Wahyuni et al., 2022; Rahayu, 2022).

The Community-Based Tourism (CBT) model is seen as a strategic approach that is able to answer these challenges because it places local communities as the main actors in planning, managing, and distributing tourism benefits (Azwar, 2023; Krittayaruangroj et al., 2023). CBT is not only oriented towards economic growth, but also emphasizes aspects of cultural preservation, community empowerment, and social and environmental sustainability (Hutnaleontina et al., 2022; UNWTO, 2020). From a national perspective, community-based tourism development is also one of the strategic policy directions for Indonesia's tourism development as reflected in the tourism village development program and creative economy (Kemenparekraf RI, 2023; BPS, 2024).

In the development of cultural-based culinary tourism, CBT allows traditional culinary production activities to be transformed into tourist attractions that involve cooking processes, cultural narratives, and interactive experiences between tourists and local communities (Som et al., 2020; Ossowska et al., 2024). Research in Indonesia shows that the integration of culinary MSMEs in community-based tour packages can improve the tourist experience while strengthening the income of local communities (Junaid et al., 2021; Teguh, 2025). Thus, the development of CBT-based traditional culinary not only has an impact on economic aspects, but also strengthens the function of culinary as a medium for cultural preservation.

This community service activity is an international collaboration between the Universitas Islam Sumatera Utara (UISU), Indonesia, and the Arau Community College (KKA), Perlis, Malaysia, by involving MSMEs that produce traditional cakes as the main partner. Cross-border collaboration was chosen because the Indonesia-Malaysia academic network has socio-cultural closeness and great potential in exchanging best practices for culinary-based MSME empowerment (Putri & Kresnawati, 2023). In addition, Indonesian tourists are one of the potential market segments for Malaysian culinary tourism because they have a relatively cognate proximity to tastes and cultural backgrounds (BPS, 2024; Jalis, 2024).

Based on an initial survey of 25 traditional cake MSME actors in Perlis, it was found that most of the actors still face limitations in terms of packaging, hygiene standards, digital marketing, and the integration of production processes into culinary tour packages. This condition is in line with the findings of various national studies that show that the limitations of digital literacy, packaging innovation, and business management are still the main problems for culinary MSMEs in the Southeast Asian region, including Indonesia (Wahyuni et al., 2022; Ardianto et al., 2025). In fact, good packaging and digital marketing have been proven to have a significant effect on the buying interest of the younger generation and the competitiveness of traditional culinary products (Khan et al., 2025; Rahayu, 2022).

Previous studies have shown that strengthening local cuisine as part of the destination image will be more effective if supported by a strong cultural narrative and active community involvement (Jalis, 2024; Omar, 2025). In Indonesia, the development of community-based culinary tourism has been proven to be able to improve the image of destinations, expand employment, and encourage local economic growth (Junaid et al., 2021; Teguh, 2025). Thus, the development of CBT-based Perlis traditional kuih culinary tourism requires integrated interventions that include packaging innovation, strengthening cultural storytelling, increasing digital marketing capacity, and designing community-based culinary tour packages.

Responding to these challenges, this service activity aims to apply the CBT model in strengthening Perlis' traditional kuih culinary tourism through training on food grade packaging innovation, strengthening Malay cultural narratives, digital marketing assistance, and designing community-based culinary tour packages. This program is expected to increase the capacity of MSMEs, expand market access, preserve Malay culinary heritage, and strengthen Indonesia-Malaysia international cooperation in the development of sustainable gastronomic tourism (UNWTO, 2020; Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2023; Tham, 2024).

2. IMPLEMENTATION METHOD

This community service activity is carried out through international collaboration between the Islamic University of North Sumatra (UISU), Indonesia, the Arau Community College (KKA), Perlis, Malaysia, as well as Micro, Small, and Medium Enterprises (MSMEs) producers of Perlis traditional cakes as the main partners. This cross-border collaboration is designed to optimize the development of Community-Based Tourism (CBT)-based culinary tourism by placing the local community as a central actor in the process of planning, implementing, and utilizing the results of the activity.

The method of implementing activities is designed in a simple, systematic, applicative, and impact-oriented manner, so that it is easy to understand and apply by MSME partners. This approach emphasizes the participatory principle, in which partners play the role of not only beneficiaries, but also as active subjects in each stage of service. Overall, the activity was carried out through four main stages, namely: (1) initial observation, (2) training and workshops, (3) MSME assistance, and (4) evaluation of program success. The flow of the method of implementing the activity is briefly presented in Figure 2.1, which illustrates the relationship between the stages of problem identification, the application of knowledge and skills, as well as the expected impact and final results of this service program.

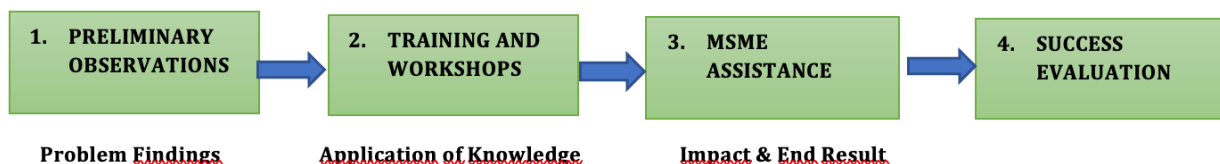


Figure 1. Flow of Method of Implementation of Activities

Figure 1 shows the flow of the method of implementing community service activities starting from the initial observation stage to identify partner problems, followed by training and workshops as the stage of knowledge and skills transfer, then the stage of assisting MSMEs to ensure the practical implementation of training results, and ending with the evaluation stage of program success to measure the effectiveness and impact of activities. This systematic implementation flow ensures that the program is implemented in a structured, participatory, and

sustainable manner, and is able to increase the capacity of MSMEs in supporting the development of Community-Based Tourism (CBT)-based culinary tourism.

2.1 Initial Observations

The first stage is an initial observation that aims to identify the real conditions of partners and the main problems faced by MSMEs producing traditional cakes in Perlis. This activity was carried out through direct visits to traditional cake production houses, interviews with MSME actors, and observations of the production process, packaging, and marketing patterns that have been implemented.

The results of the observation show several basic problems, namely: (a) product packaging is still simple and does not reflect product identity or local cultural values; (b) there is no cultural narrative used as an attraction in promotion; (c) the use of social media and digital marketing is still very limited; and (d) culinary production activities have not been utilized as part of the community-based culinary tourism package. These findings are the basis for designing training and mentoring materials that are relevant to the needs of partners.

2.2 Training and Workshops

The second stage is the implementation of training and workshops which are held for three days. The training materials are arranged in a practical and contextual manner so that they are easy to understand and can be directly applied by MSME actors. The training includes four main materials. First, packaging and product label innovation, which focuses on packaging design, the selection of more hygienic and food-grade packaging materials, and the inclusion of product identity as an effort to increase competitiveness and consumer trust. Second, strengthening cultural storytelling, where MSMEs are trained to compile brief narratives about the history, philosophy, and cultural meaning of traditional Malay kuih as an added value in marketing. Third, digital marketing training, including product photography techniques using mobile phones, creating social media content, and preparing interesting and informative product descriptions. Fourth, the preparation of CBT-based culinary tour packages, which are carried out collaboratively between the service team and partners to design simple tour routes, such as visits to production houses, cooking demonstrations, and product tasting sessions.

2.3 MSME Assistance

After the training, the activity continued with the MSME mentoring stage. Mentoring is carried out directly to ensure that the training materials can be implemented in real terms. The form of assistance includes improving packaging design, making product photos and videos, assisting in creating and managing social media accounts, and preparing production houses so that they are worth visiting by tourists. This assistance aims to strengthen the confidence of MSMEs while ensuring the sustainability of the practices that have been introduced.

2.4 Success Evaluation

The final stage is the evaluation of the program's success which is carried out in a simple but measurable manner. The evaluation included a comparison of packaging conditions before and after the training, an increase in participants' understanding observed through discussions, the quality of digital content produced by MSMEs, and the readiness of partners to participate in CBT-based culinary tour packages. The results of the evaluation are used as a basis for assessing the effectiveness of the program and recommendations for the development of further service activities.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Product Packaging Transformation Results

The results of the evaluation before and after the program showed a noticeable improvement in the quality of traditional cake product packaging. Before the program, only 28% of MSMEs used labeled packaging, and 32% used food-grade packaging. After the implementation of packaging innovation training and assistance, the percentage of MSMEs using labeled packaging increased to 84%, while the use of food grade packaging increased to 88%.

Table 1. Changes in the Packaging Conditions of MSME Products

Indicator	Before (%)	After (%)	Change (%)
MSMEs use labeled packaging	28	84	56
MSMEs use <i>food grade packaging</i>	32	88	56

As shown in Table 3.1, there was an increase of 56 percentage points in the use of labeled packaging and food grade packaging after the implementation of the program. The data confirms that the packaging innovation training and assistance provided are effective in significantly improving the quality of MSME product packaging. This improvement in packaging quality has important implications for increasing product competitiveness, because packaging not only serves as a product protector, but also as a medium of communication of product value to consumers. Good packaging is able to increase quality perception, strengthen product identity, and increase consumer trust. Thus, the packaging transformation that occurs through this program is a strategic step in supporting the development of sustainable Community-Based Tourism (CBT)-based culinary tourism and oriented towards increasing the added value of local products.

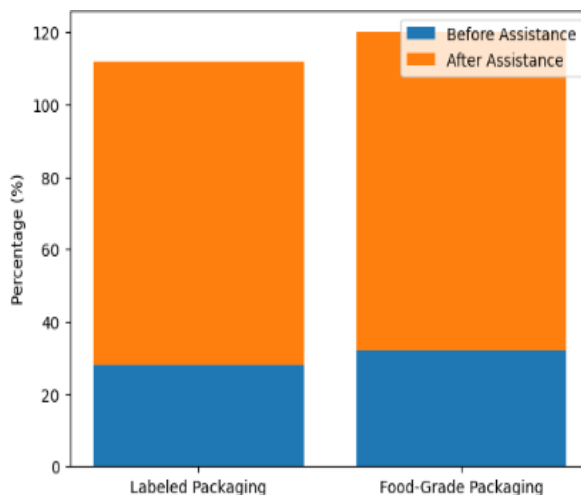


Figure 2. Changes in the Packaging Conditions of MSME Products

Figure 2. showed a significant improvement in the quality of MSME product packaging after the implementation of the mentoring program. Before the service activities were carried out, only a small number of MSMEs used labeled packaging and food grade packaging. After intensive packaging innovation training and mentoring, the percentage of MSMEs using labeled packaging and food-grade materials increased substantially. These findings indicate that the program intervention has succeeded in increasing the awareness and ability of partners to implement more feasible, hygienic, and competitive packaging standards, thereby supporting the increase in the added value of Perlis' traditional culinary products.

3.1.2 Results of Strengthening Cultural Storytelling

Before the program was implemented, only 24% of MSMEs were able to systematically explain the cultural meaning and philosophy of cake products to consumers. After conducting storytelling training based on Malay culture, the number increased to 80% of MSMEs. There was an increase in cultural narrative ability by 56 percentage points.

3.1.3 Results of Strengthening MSME Digital Marketing

In the initial condition, only 36% of MSMEs actively use social media as a means of marketing, and only 20% have digital product catalogs. After digital marketing training and content creation assistance, MSMEs active in social media increased to 88%, while digital catalog ownership increased to 80%.

Table 2. Changes in the Adoption of Digital Marketing for MSMEs

Indicator	Before (%)	After (%)	Change (%)
MSMEs actively use social media	36	88	52
MSMEs have a digital product catalog	20	80	60

As shown in Table 3.2, the use of social media by MSMEs increased by 52 percentage points, while the ownership of digital product catalogs increased by 60 percentage points after the implementation of the program. This data confirms that the training and mentoring provided are able to significantly increase the capacity of MSMEs to adopt digital marketing strategies.

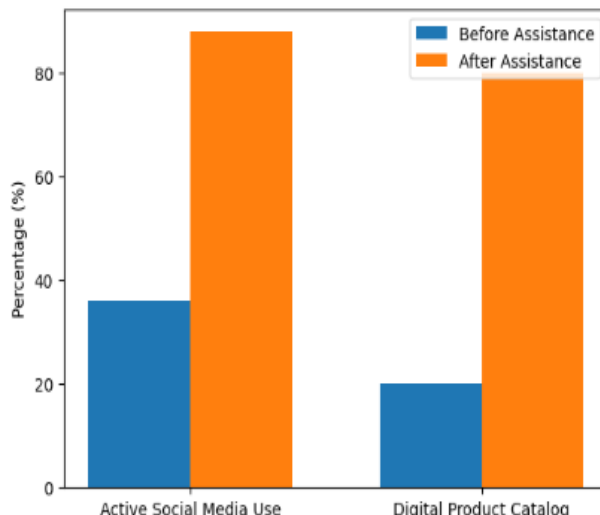


Figure 3. Changes in the Adoption of Digital Marketing for MSMEs

Figure 3. showed a significant increase in the adoption of digital marketing by MSMEs after the implementation of the mentoring program. Before the service activities were carried out, only 36% of MSMEs actively used social media as a means of marketing, and 20% of MSMEs already had a digital product catalog. After digital marketing training and mentoring, the percentage of MSMEs that actively use social media increased to 88%, while the ownership of digital product catalogs increased to 80%. This increase indicates that the service program has succeeded in strengthening digital literacy and MSME promotion capabilities, thereby opening up opportunities to expand market reach and increase the competitiveness of traditional culinary products.

3.1.4 Results of the Design of CBT-Based Culinary Tour Packages

Before the program started, around 80% of MSMEs had never integrated cake production activities as part of the tour package. After the mentoring, four community-based culinary tour packages involving 68% of partner MSMEs were successfully formed as tourist visit points.

3.1.5 Results of Indonesia–Malaysia Cross-Border Collaboration

Evaluation of activities showed that 92% of MSME participants stated that cross-border collaboration between the Islamic University of North Sumatra and Arau Community College increased market insight, business motivation, and confidence in developing a culinary tourism-based business.

3.1.6 Economic, Social, and Cultural Impact Outcomes

a. Economic Impact

As many as 64% of MSMEs experienced an increase in turnover in the range of 15-35%, and 20% of MSMEs experienced an increase in turnover above 35%, while 16% of MSMEs experienced an increase below 15%.

Table 3. Economic Impact of Programs on MSMEs

Categories of Revenue Increase	Percentage of MSMEs (%)
Increase < 15%	16
15–35% increase	64
Increase > 35%	20

As shown in Table 3.3, as many as 64% of MSMEs experienced an increase in income in the range of 15-35%, while 20% of MSMEs experienced an increase in income above 35%, and 16% of MSMEs experienced an increase in income below 15%. This data shows that the majority of MSMEs get real economic benefits from the programs implemented, especially through improving the quality of product packaging, strengthening digital marketing, and integrating production activities into Community-Based Tourism (CBT)-based culinary tour packages.

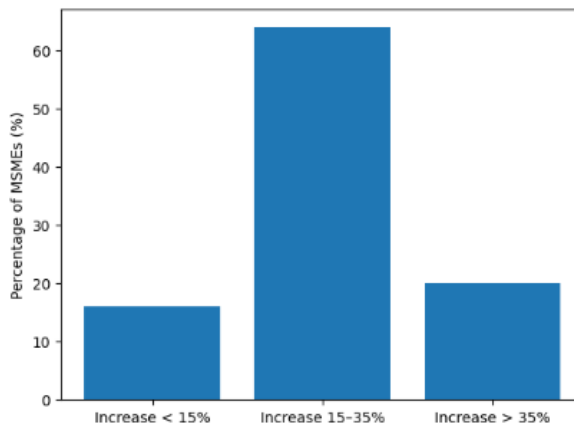


Figure 4. Economic Impact of Programs on MSMEs

Figure 4 show that the service program has a real economic impact on partner MSMEs. The majority of MSMEs, namely 64%, experienced an increase in revenue in the range of 15-35%, which reflects the effectiveness of mentoring in strengthening business performance in a sustainable manner. In addition, 20% of MSMEs managed to record an increase in revenue above 35%, indicating that there is a group of partners who are able to take advantage of program interventions optimally, especially in the aspects of packaging and digital marketing. Meanwhile, 16% of MSMEs experienced an increase in income below 15%, which shows a variation in impact according to the level of readiness and capacity of each partner. Overall, the visualization in Figure 3.4 confirms that the PKM program contributes positively to increasing the income of MSMEs and strengthens the role of mentoring as an instrument for community-based community economic empowerment.

b. Social Impact

The involvement of family members in the production and promotion process increased from 44% to 76%.

c. Cultural Impact

The percentage of MSMEs that use cultural narratives in promotion increased from 32% to 88%.

Table 4. Social and Cultural Impact of Programs

Indicator	Before (%)	After (%)	Change (%)
Family involvement in production/promotion	44	76	32
MSMEs use cultural narratives	32	88	56

As shown in Table 3.4, the percentage of MSMEs that use cultural narratives in promotion increased from 32% to 88%, or an increase of 56 percentage points. In addition, the involvement of family members in production and promotional activities also increased from 44% to 76%, which shows the strengthening of the role of the family as part of the community-based business system.

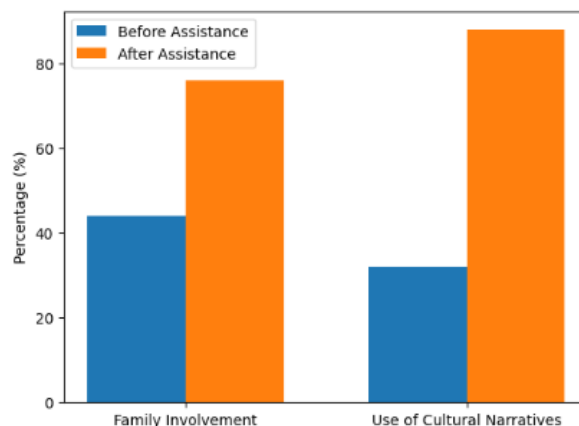


Figure 5. Social and Cultural Impact of Programs

Figure 5 show that the service program has a significant social and cultural impact on partner MSMEs. After mentoring, the involvement of family members in production and promotional activities increased from 44% to 76%, reflecting the strengthening of the family's role as part of a community-based business system. In addition, the use of cultural narratives in product promotion has increased more sharply, from 32% before

mentoring to 88% after mentoring, showing an increasing awareness of MSMEs on the importance of cultural value as product attraction and identity. Overall, these findings confirm that the PKM program not only has an impact on the economic aspect, but also makes a real contribution to strengthening social cohesion and the preservation of local culture through community business activities.

3.2 Discussion

Community service activities carried out through the collaboration of the Islamic University of North Sumatra (UISU) Indonesia, the Arau Community College (KKA) Perlis Malaysia, and Perlis traditional cake MSMEs showed very significant results in the context of the development of culinary tourism based *on Community Based Tourism (CBT)*. The improvement in the knowledge, skills, and behavior of MSME actors is evident during the implementation of the program, in line with the literature that states that structured training interventions are able to increase the readiness of MSMEs to participate in the culinary tourism ecosystem (Krittayaruangroj et al., 2023).



Figure 6. Traditional Kuih MSME Assistance Activities in the Development of CBT-Based Culinary Tourism

As shown in Figure 6, the mentoring activities carried out by the community service team involve direct interaction with MSME actors in the process of strengthening business capacity and developing CBT-based culinary tourism. This activity shows the direct transfer of knowledge and skills, which allows partners to understand in practical terms how to improve product quality, improve marketing systems, and integrate cultural values in promotional strategies. This direct mentoring approach also increases the confidence and motivation of MSME actors in developing their businesses as part of the community-based culinary tourism ecosystem.



Figure 7. The Mentoring and Interaction Process of the Service Team with Partner MSMEs

Furthermore, Figure 7 shows the mentoring process and interaction between the service team and MSME partners, which reflects a participatory approach in program implementation. This interaction allows for a two-way learning process, where partners not only receive training materials, but also actively participate in discussions, practices, and evaluation of activities. This participatory approach is an important element in the success of community empowerment programs, as it increases the sense of ownership and sustainability of the implementation of program results by partners.



Figure 8. Documentation of International Community Service Activities in the Program Indonesia–Malaysia International Mobility

Figure 8 shows the documentation of international community service activities in the Indonesia-Malaysia collaboration program, which reflects the strengthening of cross-border cooperation networks in the capacity building of MSMEs based on culinary tourism. This international collaboration provides strategic benefits, especially in the exchange of knowledge, experience, and best practices in the development of tourism-based MSMEs. This cross-border cooperation also expands partners' horizons and opens up wider business development opportunities through the integration of MSMEs in regional culinary tourism networks. The transformation of packaging that has occurred in partner MSMEs shows that packaging functions not only as a product protector, but also as an instrument of value communication and quality assurance in the eyes of consumers.

The increase in the use of labeled and food-grade packaging strengthens product quality perceptions, builds consumer trust, and increases competitiveness in the tourism and digital markets. This is consistent with the findings of Silayoi and Speece (2007) and Underwood (2003) who affirm that packaging plays a role as a silent salesman that directly influences purchasing decisions. More recent studies by Magnier, Schoormans, and Mugge (2016) also show that informative and sustainable packaging design increases perception of quality and purchase intent. In the context of traditional food, these results are in line with findings in the *British Food Journal* that packaging innovations strengthen the sustainability of local food products (Khan et al., 2021). Nationally, these findings corroborate the results of Rahayu (2022) and Wahyuni et al. (2022) that packaging is the main determinant of increasing the competitiveness of tourism-based culinary MSMEs.

The strengthening of cultural storytelling as reflected in the increasing ability of MSMEs to convey the historical and symbolic meaning of products shows that the experience value dimension is becoming increasingly dominant in culinary marketing. Culinary is no longer positioned as a mere consumer product, but as a medium of representation of cultural identity. This is in line with the concept of experiential marketing in tourism put forward by Som, Hussin, and Jusoh (2020) in the *Journal of Destination Marketing & Management*, and reinforced by Tham (2019; 2024) in *Tourism Management Perspectives* which places culinary tourism as part of the experience economy. From the perspective of destinations, Jalis (2014; 2024) in *Tourism Geographies* emphasizes that gastronomic heritage accompanied by a strong cultural narrative plays a significant role in shaping the image of destinations. In the national context, these findings are also consistent with the study by Junaid et al. (2021) on culture-based culinary tourism as a strategy to strengthen the tourist experience in Indonesia.

The surge in digital marketing adoption shows that structural obstacles in the form of limited digital literacy of MSMEs can be overcome through targeted mentoring. Digital marketing allows MSMEs to expand market reach, increase product visibility, and build direct relationships with consumers without geographical restrictions. These findings are in line with the results of international research in the field of MSME digital marketing which shows that marketing digitalization has a direct impact on sales performance and customer relations (Trainor et al., 2014; Taiminen & Karjaluo, 2015; Tiago & Veríssimo, 2014). At the broader level of digital transformation, Dwivedi et al. (2021) in the *International Journal of Information Management* emphasized that the adoption of digital technology is the key to increasing the competitiveness of MSMEs in the era of a platform-based economy. These findings nationally strengthen the results of Wahyuni et al. (2022) and the policy report of the Ministry of Tourism and Creative Economy of the Republic of Indonesia (2023) that digital marketing is the main instrument for strengthening the creative economy and tourism MSMEs.

The success of the formation of Community-Based Tourism (CBT)-based culinary tour packages shows that daily production activities can be transformed into tourist attractions with economic and educational value. This implementation reflects the basic principles of CBT that place the community as a key actor in the planning, management, and distribution of tourism benefits. These findings are very consistent with the results of studies by Goodwin and Santilli (2009) and Giampiccoli and Saayman (2017) which affirm that the success of CBT is determined by the level of active community participation and local control over tourism resources. In the context

of Southeast Asia, Krittayaruangroj et al. (2023) in the *Journal of Sustainable Tourism* and Ossowska et al. (2024) in *Sustainability* emphasized that community-based gastronomic tourism has strong leverage for local economic sustainability if community participation is high. In terms of policy, this finding is in line with the direction of Indonesia's tourism development which places CBT-based tourism villages as the main pillar of sustainable destination development (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2023; BPS, 2024).

The strengthening of Indonesia-Malaysia cross-border collaboration built in this program has a strategic impact on increasing market insight, confidence, and entrepreneurial capacity of MSMEs. International academic collaboration has proven to function as a means of knowledge transfer, innovation, and expansion of cross-border promotional networks. These findings confirm the study by Putri and Kresnawati (2023) that ASEAN regional academic cooperation plays an important role in accelerating the strengthening of MSME capacity. In addition, the proximity of Malay cognate culture functions as social capital that accelerates the process of innovation adoption, as emphasized by Jalis (2024) in the context of destination development based on cultural heritage and collective identity.

In terms of economic, social, and cultural impacts, the increase in turnover experienced by the majority of MSMEs shows that community-based gastronomic tourism is able to create real economic added value for local communities. This is in line with the findings of Teguh (2020) in Indonesia and strengthened by the UNWTO global report (2019; 2020) which states that gastronomic tourism is one of the tourism sectors with a high multiplier effect on the local economy. From the social side, the increased involvement of family members indicates the strengthening of social cohesion and the division of productive roles in MSME households. In terms of culture, the increasing use of cultural narratives in promotion strengthens the function of culinary as an intangible cultural heritage, as emphasized by Kamaruzaman, Sulaiman, and Rahman (2020) in the *Journal of Heritage Tourism*. Thus, this program simultaneously contributes to economic sustainability, strengthening social structures, and preserving local cultural identity.

4. CONCLUSION

Community service activities carried out through collaboration between the Islamic University of North Sumatra (UISU), Kolej Komuniti Arau (KKA) Perlis Malaysia, and Perlis traditional kuih MSMEs have proven to be effective in supporting the sustainable development of Community-Based Tourism (CBT)-based culinary tourism. This program is designed with a participatory approach that places MSMEs as the main actors in every stage of activities, starting from problem identification, training implementation, mentoring, to evaluation of results. This approach allows for comprehensive capacity building of MSMEs, both from technical and managerial aspects. The results of the program implementation show that there is a significant increase in product packaging innovation, especially in the use of labeled and food-grade packaging, which contributes to improving product quality and competitiveness. In addition, strengthening cultural storytelling has succeeded in increasing the ability of MSMEs to utilize local cultural values as part of a promotional strategy, so that products not only have economic value, but also cultural values that strengthen local identity. Increasing digital marketing capacity is also one of the important achievements, as shown by the increasing use of social media and digital catalogs as a means of promotion, thereby expanding market reach and increasing the visibility of MSME products. The impact of the program can also be seen from increasing MSME income, increasing the involvement of family members in business activities, and increasing awareness of the importance of preserving traditional culinary culture. In addition to providing an economic impact, this program also strengthens social cohesion and the role of the community in the development of community-based culinary tourism. Furthermore, international collaboration between Indonesia and Malaysia in this program has succeeded in expanding cooperation networks, increasing knowledge exchange, and strengthening the capacity of MSMEs in facing global challenges. Thus, this CBT-based service model with a collaborative and participatory approach has proven to be effective and can be replicated as a sustainable and inclusive community-based gastronomic tourism development strategy.

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