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Enhancing the Added Value of Processed Cassava Products as a Community-Based Gastronomic Tourism Attraction

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Abstract

Cassava product diversification has been widely studied from food and economic perspectives; however, its integration as a means of strengthening the attractiveness of community-based gastronomic tourism in rural tourism destinations remains limited. This study aims to analyze the potential of cassava as a local commodity, the forms of value-added processed cassava product innovation, the challenges in its development, and its contribution to strengthening gastronomic tourism in Sukoreno Tourism Village, Kulon Progo Regency. This study employs a qualitative descriptive method, utilizing in-depth interviews, observation, and documentation. Participants included small and medium-sized enterprise (SME) operators, village government officials, tourism awareness groups (Pokdarwis), culinary vendors, tourists, and other relevant informants. Data analysis followed a process of data reduction, data presentation, conclusion drawing, and source triangulation. The findings indicate that the value-added of processed cassava products has increased through product diversification, packaging innovation, and digital marketing. While these efforts strengthen local gastronomic identity and create significant economic opportunities for the community, the development process still faces challenges, such as limited capital, insufficient human resource capacity, and restricted market access. The novelty of this research lies in its integration of processed cassava products with Community-Based Tourism (CBT) and Local Economic Development (LED) approaches as a strategy to enhance the appeal of local gastronomic tourism. In conclusion, increasing the value-added of processed cassava products enhances the competitiveness of local goods, strengthens gastronomic identity, and supports the development of sustainable rural tourism.

Keywords: community-based tourism, tourism village, local gastronomy, value added, processed cassava products.

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Meningkatkan Nilai Tambah Produk Olahan Singkong sebagai Daya Tarik Wisata Gastronomi Berbasis Masyarakat

Abstrak

Diversifikasi produk singkong telah banyak diteliti dari perspektif pangan maupun ekonomi; namun, integrasinya sebagai sarana untuk memperkuat daya tarik pariwisata gastronomi berbasis masyarakat di destinasi wisata perdesaan masih terbatas. Penelitian ini bertujuan untuk menganalisis potensi singkong sebagai komoditas lokal, bentuk-bentuk inovasi produk olahan singkong bernilai tambah, tantangan dalam pengembangannya, serta kontribusinya terhadap penguatan pariwisata gastronomi di Desa Wisata Sukoreno, Kabupaten Kulon Progo. Studi ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Partisipan penelitian mencakup pelaku usaha kecil dan menengah (UKM), perangkat desa, kelompok sadar wisata (Pokdarwis), pedagang kuliner, wisatawan, dan informan relevan lainnya. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, penarikan kesimpulan, dan triangulasi sumber. Hasil penelitian menunjukkan bahwa nilai tambah produk olahan singkong telah meningkat melalui diversifikasi produk, inovasi kemasan, dan pemasaran digital. Meskipun upaya-upaya ini memperkuat identitas gastronomi lokal dan menciptakan peluang ekonomi yang signifikan bagi masyarakat, proses pengembangannya masih menghadapi berbagai tantangan, seperti keterbatasan modal, kapasitas sumber daya manusia yang belum memadai, serta akses pasar yang terbatas. Kebaruan penelitian ini terletak pada integrasi produk olahan singkong dengan pendekatan Pariwisata Berbasis Masyarakat (Community-Based Tourism/CBT) dan Pengembangan Ekonomi Lokal (Local Economic Development/LED) sebagai strategi untuk meningkatkan daya tarik pariwisata gastronomi lokal. Sebagai kesimpulan, peningkatan nilai tambah produk olahan singkong dapat meningkatkan daya saing produk lokal, memperkuat identitas gastronomi, serta mendukung pengembangan pariwisata perdesaan yang berkelanjutan.

Kata kunci: pariwisata berbasis masyarakat, desa wisata, gastronomi lokal, nilai tambah, produk olahan singkong.

INTRODUCTION

Tourism development has increasingly shifted toward the utilization of natural and cultural resources and has become more oriented toward creating authentic tourism experiences through the utilization of local resources (Sihombing *et al.*, 2024; Yanan *et al.*, 2024; Cerquetti *et al.*, 2022). One form of this development is gastronomic tourism, which positions local food as an integral component of a

destination's tourism appeal. Gastronomic tourism not only highlights local food as a tourism attraction but also introduces the history, culture, traditions, and community activities involved in the production and preparation of food (Kalenjut *et al.*, 2023; Koufadakis & Manola, 2020). Gastronomy serves as a strategic tool for enhancing the competitiveness of a destination and driving local economic growth by maximizing the use of local resources (Sorcaru, 2019; Nesterchuk *et al.*, 2022).

Indonesia possesses a rich diversity of local food resources with considerable potential to be developed as regional gastronomic identities. One commodity with significant potential is cassava, which has long been recognized as an alternative food source as well as an agricultural commodity widely cultivated in rural areas. Cassava has high productivity and can be easily processed into various types of food products with greater added value (Bayata, 2019; Sengar, 2022). The development of cassava-based processed products can contribute substantially to increasing household income and has the potential to become a tourism attraction when incorporated into a distinctive gastronomic experience (Attiahilla *et al.*, 2025; Yusri *et al.*, 2025; Priyanto & Desmafianti, 2023). Cassava can be transformed into a signature product that reflects the identity of a tourism destination through product innovation, attractive packaging, and appropriate marketing strategies.

The development of tourism villages has become one of the government's strategies for promoting sustainable tourism development in recent years (Maryani & Indrianty, 2024; Sitepu & Manurung, 2021). Tourism villages rely heavily on natural and cultural resources while developing community-based creative economic activities through unique and marketable local products (Hariyadi *et al.*, 2024; Lubis *et al.*, 2020). One aspect that has increasingly received attention is community-based gastronomic tourism, which involves local communities as the primary actors in the production, management, and marketing of culinary products. This method aligns with the concept of CBT which positions local communities as key stakeholders in tourism development, ensuring that the economic, social, and cultural benefits gained can be sustained through a long-term, enduring system (Jackson, 2025; Abreu *et al.*, 2024).

CBT emphasizes that local communities should not merely act as beneficiaries but should also participate in decision-making at every stage of tourism development (Turčinović *et al.*, 2025). Ishak (2024) explains that the success of CBT can be assessed through the level of community participation, equitable distribution of economic benefits, preservation of local culture, and sustainability of resources. The

development of gastronomic tourism based on processed cassava products should therefore be oriented not only toward increasing tourist arrivals but also toward strengthening community capacity as the primary actors in destination development.

Sukoreno Tourism Village, located in Kulon Progo Regency, is one of the villages with considerable potential for cassava cultivation. This potential is supported by the presence of Micro, Small, and Medium Enterprises (UMKM) capable of processing cassava into various food products. However, the challenge lies in the fact that most of these products still offer low added value, due to limited product innovation, substandard packaging quality, insufficient human resource capacity, and restricted market access. These conditions indicate that the potential of cassava as an attraction for gastronomic tourism has not yet been optimally utilized.

Previous studies have demonstrated that diversification of local food products can increase the economic value of agricultural commodities through product innovation, processing, and marketing (Guirlanda *et al.*, 2021; Berti, 2020). Other research explains that the development of gastronomic tourism can contribute to enhancing a destination's image, preserving culinary heritage, and empowering local communities (Untari & Satria, 2025; Wijaya *et al.*, 2023; Nurwitasari *et al.*, 2024; Yeboah & Ashie, 2024). Research on CBT (Community-Based Tourism) also emphasizes the importance of community involvement at every stage of the destination development process to ensure a more equitable distribution of economic benefits. This research contributes by providing insights into the relationship between product innovation based on cassava, community empowerment, and the development of gastronomic tourism within the context of a tourist village.

METHOD

This study employed a qualitative approach with a descriptive research design to analyze the enhancement of the added value of processed cassava products as a community-based gastronomic tourism attraction in Sukoreno Tourism Village, Kulon Progo Regency, Special Region of Yogyakarta, Indonesia. Informants were selected using purposive sampling, involving individuals with relevant knowledge, experience, and direct involvement in the development of processed cassava products and/or the management of the tourism village.

Table 1. Research Informants

Number	Informant Category	Amount	Role
1	Village Government	1	Village policy-making
2	Tourism Awareness Group (Pokdarwis) Managers	2	Management of tourism activities
3	Cassava-processing UMKM Actors	2	Processed cassava product producers
4	Culinary Vendors	2	Product marketing
5	Tourists		Users/consumers of gastronomic tourism products
6	Supporting Informants	2	Community leaders/UMKM facilitators
	Total Informant	11	

Data were collected through in-depth interviews, direct observation, and documentation. The interviews were conducted using a semi-structured format to allow the researcher to explore participants' experiences, perspectives, and involvement in the development of processed cassava products and gastronomic tourism. The objects observed include production activities, product packaging, marketing practices, product presentation, and interactions between local business operators and tourists. Data obtained through documentation techniques include village government archives, records from micro, small, and medium-sized enterprises (MSMEs), village reports, photographs of activities, promotional materials, and more.

Table 2. Research Observation Aspects

Number	Observation Aspect	Indicators
1	Cassava Potential	Availability of raw materials and production continuity
2	Processing	Production techniques, innovation, and hygiene
3	Product Added Value	Product variety, packaging, and pricing
4	Marketing	Promotion, digital media, and distribution
5	Gastronomic Tourism	Product presentation and tourist experience
6	Community Participation	Involvement of Pokdarwis, MSMEs, and village government
7	Supporting Facilities	Production facilities, amenities, and accessibility

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), consisting of data condensation, data display, and conclusion drawing and verification. Interview, observation, and documentary data were initially condensed by selecting and organizing information relevant to the research objectives and analytical focus. The condensed data were then displayed in the form of

narratives, matrices, and tables to facilitate the identification of patterns, relationships, and emerging themes. Conclusions were subsequently drawn through an iterative process of interpretation and continuous verification throughout the research process. Data trustworthiness was established through source triangulation and technique triangulation. Source triangulation was conducted by comparing information obtained from the village government, Pokdarwis managers, UMKM actors, culinary vendors, tourists, and supporting informants to assess the consistency and credibility of the findings. Technique triangulation was conducted by comparing findings obtained through in-depth interviews, field observations, and documentary evidence concerning the same phenomena. The use of these triangulation procedures strengthened the credibility of the data and provided a more comprehensive understanding of cassava-based gastronomic tourism development in Sukoreno Tourism Village.Method is about subject or respondents, research design, research procedure, and instruments that used. Explain all in here clearly. Metode penelitian menjelaskan tentang subjek atau responden, desain penelitian, langkah penelitian, dan instrumen yang digunakan. Jelaskan semuanya dengan jelas.

FINDINGS AND DISCUSSION-HASIL DAN PEMBAHASAN

The findings indicate that increasing the added value of processed cassava products in Sukoreno Tourism Village is pursued through three main strategies: product diversification, packaging innovation, and the utilization of digital marketing. These three strategies contribute to improving the quality and competitiveness of local products while strengthening the village's gastronomic identity as part of a community-based tourism attraction. The development of processed cassava products is supported by the involvement of local stakeholders such as UMKM village governments, and Pokdarwis though the implementation process still faces obstacles, including limited capital, insufficient human resource capacity, and restricted market access.

Product Diversification of Processed Cassava as a Strategy for Increasing Added Value

The findings indicate that cassava, which was previously positioned primarily as an agricultural commodity sold in raw form, has increasingly been developed into various processed products with higher economic value. Product diversification represents a key strategy for increasing added value because it expands the range of

products that can be offered to tourists while increasing the market value of local commodities. The development of processed products provides local communities with opportunities to produce food products that are more attractive, distinctive, and capable of strengthening the culinary identity of Sukoreno Tourism Village.

Cassava serves as an alternative food source and a key element in creating gastronomic experiences, acting as a means to introduce a village's local potential to tourists. The findings of this research indicate that the process of adding value to cassava occurs through both economic and cultural dimensions. Processed cassava products can represent local identity and strengthen the image of a tourist destination by providing authentic culinary experiences (Ramadani, 2026; Nugraha et al., 2025).

Field observations indicate that the diversification of processed cassava products in Sukoreno Tourism Village has resulted in the development of innovative food products. These innovations have been introduced in response to changing consumer and tourist preferences, including fried and boiled cassava served with a variety of toppings. Such product development demonstrates that UMKM actors are undertaking innovations to increase product value, reach broader market segments, and enhance the attractiveness of gastronomic tourism in Sukoreno Tourism Village.



Figure 1. Cassava Processing by Local UMKM

Table 3. Forms of Added-Value Enhancement in Processed Cassava Products

Strategy	Form of Development	Contribution
Product diversification	Development of various processed cassava products	Increases product variety and market value
Product innovation	Development of more attractive and innovative products	Strengthens local gastronomic identity
Quality improvement	Enhancement of product quality	Increases the competitiveness of local products

Product diversification, in line with the concept of developing gastronomic tourism, transforms local food offerings into a tourist attraction and a means of cultural preservation (Duda, 2024; Jain et al., 2024). The variety of processed cassava products offers tourists an opportunity to enjoy unique culinary offerings, thereby enhancing the appeal of a destination.



Figure 2. Diversification of Processed Cassava Products
Source: Researcher (2026)

Packaging Innovation and Digital Marketing in Strengthening Gastronomic Identity

The findings indicate that increasing the added value of processed cassava products is also pursued through packaging innovation and the utilization of digital marketing. Product packaging serves not only as a means of protecting the product but also as a communication medium for introducing local identity to consumers. More attractive packaging can enhance consumers' perceptions of product quality while providing greater aesthetic value. A visual identity that reflects the characteristics of Sukoreno Tourism Village has the potential to strengthen the destination image, enabling the product to function not only as food but also as a distinctive regional souvenir. The findings of this study are in accordance with the concept of destination branding explained by Rodrigues, et al.,(2022), which explains that a product's visual identity is part of a strategy to shape a destination's image. Product packaging serves as a means to protect food while conveying cultural values, local character, and the uniqueness of the destination to tourists (Sagitarini *et al.*, 2026).

Packaging innovation for processed cassava products in Sukoreno Tourism Village therefore constitutes an effort to establish a local gastronomic identity with both economic and cultural value. Field observations indicate that packaging

innovations undertaken by MSME actors have focused on improving packaging materials and communicating local identity through visual elements and product information. The products are packaged in a more attractive manner and include product identities and accessible information, thereby creating additional value for processed cassava products.

The utilization of digital media has expanded the potential marketing reach of processed cassava products, enabling them to become more widely known among local communities and potentially reach tourists from other regions. The digitalization of marketing provides broader promotional opportunities at relatively lower costs than conventional marketing approaches. The integration of packaging innovation and digital marketing demonstrates that the development of local products requires an adaptive approach to keep pace with shifting consumer behavior. Contemporary tourists increasingly consider not only the taste of a product but also its visual presentation, product story, and the ease of accessing information through digital media.

Digital marketing of processed cassava products is conducted through several social media platforms, including *WhatsApp Business* and *TikTok*, which are utilized to introduce products, share production processes, provide information about points of sale, and promote activities in Sukoreno Tourism Village. Several UMKM actors have also begun utilizing online marketplaces to expand their market reach. Published content generally consists of product photographs and videos, traditional production processes, customer testimonials, and information about the uniqueness of processed cassava products as part of the village's gastronomic tourism experience. This strategy can provide comprehensive interaction opportunities and strengthen the position of cassava-based products as a signature souvenir from Sukoreno Tourism Village in the eyes of potential consumers.

These research findings align with the concept of digital marketing as presented by Homburg and Wielgos (2022), who explain that digital media serves as a gateway to global markets, strengthens consumer relationships, and enhances promotional effectiveness at a low cost. In the tourism sector, digital marketing plays a crucial role in shaping travelers' perceptions prior to their visits by providing engaging, interactive, and easily accessible information. These findings are also consistent with research by Sunarso and Mustafa (2023), which highlights digital media as a key tool for MSMEs to increase product visibility, expand marketing networks, and bolster brand image. Integrating innovative packaging with digital

marketing for processed cassava products can enhance the competitiveness of local goods and strengthen Sukoreno Tourism Village as a community-based gastronomic tourism destination.

Packaging innovation and digital marketing further demonstrate that local communities play a role not only as producers of processed cassava products but also as key actors in developing destination identity and competitiveness. According to Prasad (2024), CBT emphasizes the importance of active community participation in creating tourism products that generate economic benefits while maintaining local identity. Bühler et al. (2023) explain that LED can encourage the optimization of local resources through value creation, product innovation, and expanded market access. In this study, packaging innovation and digital marketing contribute to increasing the market value of processed cassava products while strengthening community empowerment and supporting sustainable local economic development.

Constraints in the Development of Processed Cassava Products

The findings of this study indicate that the development of processed cassava products in Sukorena Tourism Village still faces several obstacles, despite the abundant potential available. The first constraint is limited business capital. Limited access to financing prevents UMKM actors from making adequate investments in production equipment, improving packaging quality, and developing their business capacity on a sustainable basis. The second constraint concerns human resource capacity. The community's capacity for product innovation, business management, digital marketing, and brand development still needs to be strengthened through various training and mentoring programs. The third constraint is limited market access. Processed cassava products have not yet been able to fully penetrate broader markets, and their distribution remains largely concentrated in local markets. This condition limits the potential for maximizing the economic value generated by these products.

The findings of this study align with the Local Economic Development (LED) concept as presented by Blakely and Leigh (2013), which posits that the success of local economic development is influenced by institutional support, community capacity, marketing networks, and broad access to resources. Structural constraints faced by MSMEs in their efforts to increase the value-added of local products include a lack of capital, limited human resource capacity, and restricted market access. According to the Community-Based Tourism (CBT) concept, the development of

gastronomic tourism is determined by the availability of local resources and the community's readiness to develop those resources (Jamal, 2019).

Table 4. Constraints in the Development of Processed Cassava Products

Number	Constraint	Impact
1	Limited business capital	Hinders business development and product innovation
2	Human resource capacity	Innovation, business management, and marketing remain suboptimal
3	Limited market access	Market reach remains restricted

The findings of this study indicate that the successful development of gastronomic tourism depends on resource readiness, product quality, an effective marketing system, and strong financial support. These findings align with research conducted by Mohezar et al. (2024), which explains that the successful implementation of community-based tourism (CBT) is significantly influenced by collaboration among stakeholders, access to economic resources, and the organizational capacity of the community.

Integration of Community-Based Tourism (CBT) and Local Economic Development (LED)

The CBT approach is reflected in the involvement of local communities as key actors in the development of processed cassava products, ranging from production and processing to marketing. MSME actors, Pokdarwis, and the village government play complementary roles in developing cassava as a gastronomic tourism attraction. This community involvement reflects the principles of participation, empowerment, and equitable distribution of economic benefits that characterize CBT (Jin et al., 2024).

The LED approach is manifested through efforts to increase the economic value of local commodities through product innovation. The development of processed cassava products stimulates new economic activities that can increase community income while strengthening the village economy. The added value generated derives from production processes, product quality improvements, packaging, and marketing activities that enhance product competitiveness.

The integration of CBT (Community-Based Tourism) and LED (Local Economic Development) suggests that the development of gastronomy tourism rooted in local resources serves as a strategy for rural development aimed at increasing tourist visits

and enhancing community well-being. The findings of this study reinforce the CBT concept proposed by Murphy (1985), which asserts that the success of tourism development is determined by the participation of the community as key stakeholders in the planning, management, and utilization of local resources.

Implications for Gastronomic Tourism Development

Increasing the value-added of processed cassava products contributes to the development of gastronomic tourism in Sukoreno Tourism Village. Local products in Sukoreno Tourism Village are being developed through packaging innovation, product diversification, and digital marketing to enhance the competitiveness of MSMEs and strengthen the destination's identity through unique culinary experiences (Nazara, 2025).

The findings demonstrate that community-based gastronomic tourism can serve as a village tourism development strategy that integrates economic, social, and cultural dimensions. This approach enables local communities to obtain direct economic benefits while maintaining the sustainable utilization of local resources. Increasing the value-added of processed cassava products has bolstered the economic value of local commodities, serving as a key instrument for strengthening local gastronomic identity, enhancing the competitiveness of tourist destinations, and supporting sustainable rural tourism through the integration of community empowerment, product innovation, and local economic development (Chatra et al., 2025).

CONCLUSION

This study demonstrates that increasing the added value of processed cassava products in Sukoreno Tourism Village is achieved through product diversification, packaging innovation, and the utilization of digital marketing. These three strategies contribute to increasing the economic value of cassava commodities while strengthening local gastronomic identity as a community-based tourism attraction. Product diversification provides local communities with opportunities to develop a variety of cassava-based products with higher market value, while packaging innovation and digital marketing enhance product competitiveness and expand market reach.

The development of processed cassava products in the Sukoreno Tourism Village still faces several obstacles, including limited human resource capacity regarding product

innovation and marketing, a lack of capital, and restricted market access. These challenges indicate that strengthening local resource-based gastronomic tourism requires sustained support specifically through institutional guidance, capacity building for MSMEs, improved access to financing, and the expansion of global marketing networks. The novelty of this research lies in the integration of processed cassava products with the CBT and LED approaches. The synergy between these two frameworks demonstrates that the sustainable development of gastronomic tourism can effectively contribute to increasing tourist arrivals, empowering local communities, strengthening the local economy, and preserving regional culinary identity.

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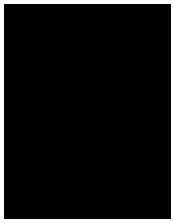
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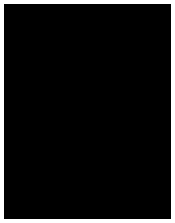
Riwayat Hidup Penulis

Lulut Budiyono



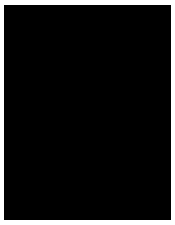
Born in Kediri on February 16, 1967, the author currently serves as General Manager at Sampai Villa Management Hotel Yogyakarta and as an instructor at LPK JICA Yogyakarta. The author holds a bachelor's degree from the AMPTA School of Tourism (Sekolah Tinggi Pariwisata AMPTA) and pursued a master's degree at the same institution. The author is also actively involved as a speaker at tourism seminars, and serves as a trainer and assessor in the fields of hospitality, culinary arts, MSMEs (micro, small, and medium enterprises), and restaurants. Furthermore, the author is frequently engaged as a master of ceremonies (MC).

Kiki Gumelar



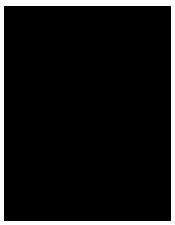
Penulis menuntaskan pendidikan Sarjana di Sekolah Tinggi Pariwisata AMPTA, lalu melanjutkan studi S2 dan Doktor Ilmu Manajemen di Universitas Pasundan. Penulis juga merupakan pemilik PT. Tama Cokelat Indonesia, dan saat ini aktif sebagai Dosen di Universitas Pasundan

Sahlit Sugesti



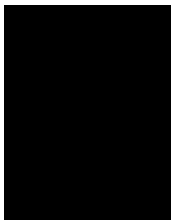
Seorang akademisi dan dosen tetap di Sekolah Tinggi Pariwisata AMPTA pada program studi D4 Pengelolaan Perhotelan

Ayu Helena Cornellia



Merupakan Dosen tetap Sekolah Tinggi Pariwisata AMPTA, yang memiliki latar belakang pendidikan di bidang Pariwisata. Beliau merupakan alumni Universitas Gadjah Mada pada program S3 Kajian Pariwisata. Saat ini aktif berkegiatan sebagai Profesional konsultan, PR, TV Presenter di RB (Reksa Bima) TV Yogyakarta.

Hermawan Prasetyanto



Penulis menyelesaikan pendidikan S2 di STIEPARY Semarang dan saat ini sedang menempuh pendidikan S3 di Universitas Kuala Lumpur, Malaysia dan merupakan Kaprodi Sekolah Tinggi Pariwisata AMPTA Yogyakarta. Penulis aktif sebagai asesor dan auditor pada Hotel dan Restoran.