



Local Economic Development Through Thematic Village Development Guava Crystal Wates Village

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Abstract

This article discusses local economic development as an important strategy in improve the welfare of the community at the village and sub-district levels. This article discusses development of Kampung Jambu Kristal in Wates Subdistrict as an effort to strengthen the local economy. Through a participatory approach, this village utilizes agricultural potential Crystal guava as a superior commodity. The development program includes increasing capacity farmer, optimization production, as well as strategy marketing innovative Which integrated with local tourism. As a result, the development of Kampung Jambu Kristal has contributed positive in create field Work, increase income public, and support local economic resilience in Wates Village. This study is expected to be a model for development economy based on potential local in area other.

INTRODUCTION

Village Thematic Guava Crystal in Ward Wates, City Semarang, is Wrong One initiative Which interesting attention in development economy local. With a background as a village Which in the past known traditional Because factor economy and education its people Which not enough be noticed and not enough adequate, Wates now transform become center cultivation guava crystal Which No only offer product fresh, but also various processed creative (Ningrum, 2021). This initiative is not only aimed at for increase income public, but Also For introduce draft tourist based on agriculture sustainable (Sosa et al., 2021; Ćurčić et al., 2021; Ingrassia et al., 2023; He et al., 2021).

Existence Village Thematic Guava Crystal in Ward Wates show How collaboration between government and public can produce impact positive. Through program This, farmer local given training and mentoring and capital in cultivation as well as processing guava crystals (Umar et al., 2024; Gekonge, 2021). This creates an opportunity for them to improve their skills and knowledge in business management farmers, so they can compete in the market more widely. In addition, processed products such as juice, sweets, and caramel guava crystal the more enrich choice for consumers (Nayak, 2024; Galanakis, 2019).

Village Thematic Guava Crystal No only functioning as center production but also as destination tour. With wide garden around 7 hectares, visitors can enjoy the natural atmosphere while interact direct with process cultivation plant. Activity like planting and picking crystal guava fruit give experience educative for visitors and educate the public about importance sustainability environment (Pertiwi et al., 2024; Howlader et al., 2023). Therefore, this village become example real from collaboration between agriculture and tourism.

Community empowerment through program village thematic This Also create effect long Which positive (Subiyakto et al., 2022; Prasetyo & Firdauzi, 2023). Public No only get additional income from agricultural products, but also increase quality life through improvement skills and knowledge (Poole et al., 2013; Bloom et al., 2001). This in line with objective development sustainable Which put forward welfare social and local community economy. With the existence of training and support from Service Agriculture, expected public Wates more ready to face challenges economy in the era modern (Lele & Goswami, 2017; Cosgrove & Loucks, 2015).

However, although potential big has owned by Village Thematic Crystal Guava, there are still challenges need overcome. Competition with product from area other and change climate become factor Which must be noticed by for farmer (Giller et al., 2021). By Because That, innovation in technique cultivation and processing product become key for maintaining the competitiveness of guava products crystal from Wates (Mashlihatul et al., 2020; Kydyrbekova et al., 2024).

In this context, research that researcher do aiming For explore more in about Thematic Village Development Potential Guava Crystal in Ward Wates. With analyze various aspects of the program government This, expected can give contribution positive for development more carry on as well as sustainability economy public local. Through approach qualitative, study This will dig potential development village thematic guava crystals in Wates Village and the impact from initiative village thematic to social and economic life of society local.

Development Economy Local

Development economy local is A process in where government area together public utilize available resources as well as build partnership between local government and the private sector to create field Work new as well as push growth economy in region the.

Development local on basically related with level and change in term time certain from a bunch variable, like production, amount resident, power Work, ratio capital towards workers, as well as compensation for factors of production in a region which has clear boundaries. Regional growth usually measured based on output or level income (Harris, 2011; Diemer et al., 2022). Local economic development focuses on process, that is a process Which involving formation institution new, development industry alternative, increasing workforce capacity for produce product Which more quality, identification market new, as well as transformation knowledge (Hasan & Aziz, 2018; Helmsing, 2001; Blakely & Leigh, 2013).

Growth economy region is improvement income society as a whole in the region the, which reflected from increase mark plus (*value added*) Which produced. On initially, calculation income region done in price applicable. However For see growth from time to time, it needs to be stated in mark real or price constant. Income region reflect reward for factors of production operating in region the, like land, capital, workforce, and technology, so it can be used as description rough prosperity of the region. Prosperity a region No only determined by the magnitude mark plus Which created, but also by how much big revenue streams out of the region or funds entering the area, which known as *transfer payment*.

Growth regional influenced by many factors, some of which come from within and part Again from outside, including factor socio-political. Factor internal covers distribution factor production like land, labor, and capital, while wrong one important external factor is level request from region other on commodities produced by the area (Hasan & Azis, 2018).

Draft Village Thematic

Village Thematic is Wrong One part of the strategy countermeasures poverty and improvement quality environment settlement Which integrated in City Semarang. Implementation village thematic change of the coping scheme problem poverty and also environment settlement Which on at first more emphasize on provision of assistance to involvement active from various stakeholders and the community. The purpose of the implementation village thematic is for optimize all over potential local Which There is in City Semarang in do acceleration of poverty alleviation so that can Achieved in a way efficient and effective. Support from various stakeholders and society and communication and coordination Which Good required in implementation of the thematic village concept. Semarang City Government then try for synergize various stakeholders such as OPD, state universities (PTN) and college tall private (PTS), institution self-reliance public (NGO), banking, Body Business Owned by Country (BUMN), Body Business Owned by Area (BUMD), figure society, mass media and other parties private/entrepreneurs to be able to participate support the implementation of thematic villages. Government City Semarang through Instruction Technical Formation Village Thematic City Semarang Year 2017, explain that implementation village thematic started with mapping potential (social, economic, And infrastructure). Mapping potential done with Scoring for Scale priority so that then can with drawn description about theme Which lifted on a village. After mapping potential, stages furthermore is determination theme village. Stages determination theme village based on instruction technical implementation thematic village published in the year 2017 done with involving various actor, like representative sub-district and community consisting of Institution Empowerment Public Sub-district (LPMK), Self-Reliance Agency Public (BKM), Figure Public, Coaching Welfare Family (PKK), Coral Cadets).

METHODS

Research Design

The research design embraced in this study is a qualitative research design because it was chosen due to its ability to capture the multidimensionality of human experiences and institutional practices in the natural environments. In contrast with quantitative paradigms that focus on numerical data and statistical generalisation, the qualitative paradigm aims at revealing the meanings, contexts and interpretations that participants give to such phenomena. The design would be quite appropriate to investigate the dynamics of tax policies and its impacts on foreign direct investment (FDI) in the manufacturing industry of Indonesia where a heterogenous group of stakeholders, such as policymakers, regulators, investors, and academics, engage in interaction in a manner that determines the outcomes of the policies. Qualitative inquiry allows us to examine not only the existence but implementation, perception, and contestation of policies by a variety of actors by foregrounding the context and depth. This method, as Richardson (2008) remind, does not compel the researcher to study the phenomena in the way deemed isolated but rather enables the researcher to observe the relationships existing among tax incentives, regulatory regimes, the expectations of investors and the overall socioeconomic environment.

Data Collection

The data gathering of this study was done using a mix of both primary and secondary sources so as to give rich and valid results. The main method used to collect primary data was semi-structured, in-depth interviews and direct observations. Using semi-structured interviews enabled the researcher to follow a guide, but be flexible enough to explore emerging issues brought up by respondents. Such a methodological design guaranteed the data-collection process to be systematic and flexible and thus affordable to nuanced insights. Interviews with a wide sample of respondents, such as government officials who took part in the process of tax-policy development, business executives working in the manufacturing industry, and academic scholars who specialised in taxation and investment, were conducted. The introduction of the various views helped in having a complete picture of the impact of tax policies on FDI decisions. To supplement these interviews, direct observations in relevant institutions settings, including policy forums and industry discussions, were conducted; this offered some contextual knowledge of what was actually being done and what was actually being said in the interviews. The secondary data was collected through a massive desk study which included searching official government records, policy papers, legal frameworks, statistical records, and scholarly sources on the subject of taxation and investment in Indonesia. This secondary source provided historical and contextual information, and even empirical data which could be compared and triangulated with primary results. The combination of primary and secondary data sources provided a strong data base and improved the validity of the research by methodological triangulation.

Data Analysis

The data analysis was conducted using thematic analysis, a systematic method for identifying, analyzing, and reporting patterns within qualitative data. The process began with the transcription of interviews and compilation of observation notes and relevant documents. These texts were read repeatedly to achieve familiarity with the content, after which initial codes were assigned to highlight key phrases, concepts, and insights. Coding was conducted inductively, allowing categories to emerge from the data, but also deductively guided by the study's conceptual focus on tax incentives, policy stability, investor confidence, and regulatory barriers. Once the coding process was completed, related codes were grouped into broader themes that reflected the central issues under investigation. These themes were then interpreted in relation to existing theories and prior research on FDI and tax policy, creating a dialogue between empirical findings and scholarly perspectives.

The thematic analysis not only highlighted recurring patterns but also revealed divergences in perceptions among different stakeholders, thereby enriching the overall understanding of how tax policies are experienced and interpreted across institutional contexts. This iterative process of coding, categorization, and interpretation ensured that the analysis remained grounded in the data while also contributing to broader theoretical and policy discussions. By combining primary accounts with secondary evidence, the study produced a nuanced and multidimensional picture of the relationship between Indonesia's tax policies and the dynamics of foreign direct investment in the manufacturing sector.

RESULTS AND DISCUSSION

Semarang City Government is in the middle developing innovation in the form of villages thematic in all over ward city Semarang. Reported from the official website of the city government Semarang not enough more there are around 32 villages thematic that spread in 16 sub-districts in Semarang. The 32 villages That own theme Which different, such as child-friendly villages, dairy milk, hydroponics, organic, batik, until village greening (Widiastuti & Yuwono, 2019). One of the villages

thematically formed by the government, namely village thematic guava crystal in ward wates subdistrict The Ngaliyan.

Formation of thematic villages in the city Semarang This aiming for overcome problem fulfillment need base. Primarily on improvement quality environment House stay inhabitant poor and infrastructure base settlement. Naturally in every ward own theme Which varies according to characteristics and the potential of the sub-district.

Characteristics and Potential of Villages Thematic Guava Crystal in Ward Wates

Crystal Guava Thematic Village located in region RT 03, 04, 05, 10 in RW 02 08 Wates Village have area 7 hectares divided among 26 managers. Existence Ward Wates Already known since long through activity agriculture Which managed by public as well as own potential natural Which suitable for the cultivation of fruits and vegetables especially for cultivation guava crystal Which Already become characteristics typical from ward water Alone. Through support potential the Then utilized with Good by Government through program thematic village and welcomed by all over public Ward Wates. Enthusiastic public Which very tall realized through arrangement Area village thematic guava crystal in a way integrated. Activity Village Thematic This can give contribution for regional income of Wates Subdistrict and increase welfare of farmers and public around.

The Crystal Guava Thematic Village covers approximately seven hectares of land managed by 26 local farmers. The area has long been associated with agricultural activities and is considered highly suitable for guava cultivation. The establishment of the thematic village, supported by the government, has enhanced community enthusiasm for agricultural development.

One farmer explained:

"Since our village was designated as a thematic village, we feel more confident in cultivating guava. The government's support in providing seedlings and training motivates us to expand production." (Interview, Farmer A, 2024)

Another respondent stated:

"The land here is fertile, and guava grows well. We believe that guava has a bright market potential, especially because it is healthier and increasingly popular among consumers." (Interview, Farmer B, 2024)

A youth community member added:

"The thematic village gives us identity. Now, when people hear about Wates, they immediately think of crystal guava." (Interview, Youth Representative, 2024)

These insights indicate that the program has strengthened both the economic potential of the village and the social identity of the community.

Besides that condition Village Thematic Crystal Guava of Wates Village was formed from the lifestyle of its own society Which depend on activity match plant. In general public in Ward Wates own attitude agree and support related existence determination Ward Wates as village thematic. With existence matter the naturally give impact positive for Lots party Because capable increase community income as well as absorb power Work local. Effort public in create environment Which integrated done through arrangement crystal guava and fruit cultivation area fruit as well as vegetables other. so that good activity agriculture and also tour can run optimally. Environment is a asset important in introduce to Public outside No closes the possibility of also withdrawing visit traveler. Authenticity, the uniqueness and beauty of nature is capital important Which must attempted especially in rural areas.

Environment Ward Wates put into operation by public as area agriculture as well as people's economy.

Condition social public as well as values culture Which develop Ward Wates participate support creation environment village thematic in a way conducive. Public Ward Wates still holds fast to traditional values harmony and mutual cooperation work together in in carry out every the joints of life. Agriculture is one of the One form activity Which done in a way down- passed down and become an important part of life Rural communities. Business agriculture has form a pattern and the order of community life rural Which not just cultivating the land, However in a way No direct has to form Power pull alone as a cultural tradition. Characteristics environment can describe conformity potential region with utilization of activities in inside. In general characteristics natural and social environment in Ward Wates very support in to form area village thematic at a time as function conservation.

Thematic Village Management Efforts Crystal Guava by the Community in Ward Wates

Development industry based on public in City Semarang Wrong the only one applied through activity village thematic with commodity main fruit fruits and vegetables Which produced in Ward Wates. Since set as village thematic guava crystal by Government City Semarang, development region Ward Wates slowly the more looks Which followed with role as well as public in in build village thematic the. Process overall activity village thematic creation various needs will service results product agriculture. In This Thematic village is also in domination by plant guava crystal Also There is plant Supporter like Longan, Pawpaw California, Flower Orchid, Potato Black. Besides as objective industry village thematic This Also opening tourism services through the existence of a number of traveler which visit Wates Subdistrict as an area objective tour.

One of the stages in a development is the existence of management. In context tourist based on community, management is intended as efforts to achieve community welfare in the future come. On its turn process tourism development will increase economy region, open up job opportunities new as well as push development region. Management village thematic in Ward Wates has involved various parties in its implementation like a farmer has a big role in maintaining assets village thematic like source Power natural and culture. Besides that existence Farmers in Wates Subdistrict are also strengthened with the support of the government as a means to improve scale economy And efficiency business in field agriculture. Overall the role of public very important in in management village thematic including government that provides seeds fruit and vegetable plants. No only provide seed just However government Also provide irrigation as effort for provision and water management to support agriculture. So that for farmer No worry if even when the dry season comes, water will remain available.

The management of the thematic village involves collaboration between local farmers, the community, and government support. Besides guava, supporting crops such as papaya, orchids, and black potatoes are cultivated, while tourism activities have been gradually integrated.

A community leader noted:

"We manage the guava plantation collectively, not only for selling fresh fruit but also to attract tourists. Visitors enjoy learning about guava cultivation, which adds income for us." (Interview, Community Leader, 2024)

Another farmer stated:

"We divide responsibilities; some focus on production, others on marketing, and others on welcoming visitors. This way, everyone feels involved." (Interview, Farmer C, 2024)

A local women's group member shared:

"We started making guava-based products like juice and jam. These products sell well during village festivals and when tourists come." (Interview, Women's Group Member, 2024)

This illustrates the dual function of the thematic village: agricultural production and community-based tourism, which together strengthen local economic resilience.

Special attention from UPTD Dinas Agriculture City Semarang to area village thematic guava crystal Wates sub-district is one of the factors Supporter in management village thematic. Village communities are also fostered and empowered through development tourist so that can increase capacity and participation public. Can put forward that village thematic is business Which need harmony of all aspects. However, in the reality every form management village thematic it turns out own excess as well as the drawbacks each- each.

Although village development community-based thematic emphasizes on the community factor as a component mainly, will but in its implementation Also need government involvement. The community must follow play a role as well as in in sustainability activity village thematic so that its implementation No just for the record based on the aspirations of government (*top down*), will but also through exploring the potential of the region set For activity village thematic as well as aspiration Which There is in in public or in a way *bottom up*. Management thematic village in Wates Subdistrict too done in a way together with involving role government as facilitator to advance development region especially in rural.

Thematic Village Development Crystal Guava Wates Village in Time Front

Thematic Village Development Guava Crystal in Ward Wates own great potential to continue to be improved in future. One of the strategic steps Which Can taken is diversification product based on guava crystal. Besides selling fresh fruit, derivative products such as juices, jams, chips and cosmetics made from crystal guava base can be developed. With add mark product through processing, public local Can get a higher selling price and access to market Which morewide. Diversification product This Also will provide more economic stability Good, especially when results harvest fruit fresh experience fluctuation.

Besides diversification product, improvement capacity source Power man (HR) very required. Farmer And manager business in Village Guava Crystal need get training and mentoring in field technical, managerial, as well as entrepreneurship. Formation institutional, like cooperative or farmer groups, will become a means to strengthen coordination, increase Power bid, and make it easier access to supporting facilities such as capital business and technology. With human resources that competent and organization Which solid, village this could be more ready to face challenge and utilise opportunity in time front.

The thematic village holds significant potential for future development through product diversification, human resource capacity building, and digital marketing integration. Derivative products such as guava juice, jam, chips, and cosmetics are seen as strategic innovations.

A government official emphasized:

“In the future, Wates Village should not only be known for fresh guava but also for processed products. With training and digital marketing, the village can compete in broader markets.” (Interview, Government Official, 2024)

One young entrepreneur said:

“We are learning about online marketing. If we can sell guava and its processed products on e-commerce platforms, our market will be much wider.” (Interview, Entrepreneur, 2024)

Another farmer added:

“We hope for more training and support for packaging and certification, so our products can enter supermarkets and not just local markets.” (Interview, Farmer D, 2024)

These perspectives underline the importance of collaboration between community, government, and private sector. Strategic investment in training, technology, and certification is needed to ensure the sustainability and competitiveness of Wates Crystal Guava Thematic Village.

The use of digital technology also very important in support development Village Guava Crystal. Through platform *e-commerce* and media social, product marketing can be expanded until reach market Which more wide, Good at national and international levels. Besides That, technology digital Also can used in process production, distribution, and business management to improve efficiency and quality. Use technology such as automatic irrigation systems and applications agricultural monitoring can help farmers farmer in increase results harvest as well as guard quality product Which more good.

Development sector tourist Also is opportunity big for this village. Crystal Guava Village can made into destination tour education and agrotourism, in where visitors can Study about cultivation guava crystal, follow as well as in picking fruit directly from garden, or follow workshop about guava processing. This tour is not only will interesting interest traveler local, but can also be an attraction for tourists from outside the region. Integration between agriculture and tourist This can increase community income and introduce product guava crystal more wide.

In the future, collaboration with sector private, government, and institution study very required for support development more carry on. Support from party external This can in the form of funding, transfer technology, until help marketing. Besides That, important for crystal guava products from Village Wates for own certification and standardization Which acknowledged, Good at national and international levels, like certification organic or standard security food. Step This will increase consumer confidence and product competitiveness in a wider market. With steps This, Village Thematic Guava Crystal Ward Wates can develop into an economic center local sustainable and provide contribution real for welfare its people.

Table 1. Themes, Subthemes, and Illustrative Interview Quotes

Theme	Subtheme	Illustrative Quotes
Characteristics and Potential of Crystal Guava Thematic Village	Fertile land and government support	“Since our village was designated as a thematic village, we feel more confident in cultivating guava. The government’s support in providing seedlings and training motivates us to expand production.” (Farmer A, 2024)

	Market potential	“The land here is fertile, and guava grows well. We believe that guava has a bright market potential, especially because it is healthier and increasingly popular among consumers.” (Farmer B, 2024)
	Village identity	“The thematic village gives us identity. Now, when people hear about Wates, they immediately think of crystal guava.” (Youth Representative, 2024)
Management Efforts by the Community	Collective management	“We manage the guava plantation collectively, not only for selling fresh fruit but also to attract tourists. Visitors enjoy learning about guava cultivation, which adds income for us.” (Community Leader, 2024)
	Division of roles	“We divide responsibilities; some focus on production, others on marketing, and others on welcoming visitors. This way, everyone feels involved.” (Farmer C, 2024)
	Women’s contribution	“We started making guava-based products like juice and jam. These products sell well during village festivals and when tourists come.” (Women’s Group Member, 2024)
Future Development Prospects	Diversification and innovation	“In the future, Wates Village should not only be known for fresh guava but also for processed products. With training and digital marketing, the village can compete in broader markets.” (Government Official, 2024)
	Digital marketing	“We are learning about online marketing. If we can sell guava and its processed products on e-commerce platforms, our market will be much wider.” (Entrepreneur, 2024)
	Product certification	“We hope for more training and support for packaging and certification, so our products can enter supermarkets and not just local markets.” (Farmer D, 2024)

The development of the Wates Crystal Guava Thematic Village demonstrates how local economic initiatives can serve as a model for integrating agriculture, community

empowerment, and tourism. The findings show that thematic village programs are not only economic projects but also socio-cultural movements that strengthen identity, promote cooperation, and foster resilience. This aligns with Hasan and Aziz (2018), who argue that local economic development thrives when endogenous resources are mobilized collectively by communities and supported by government. In Wates, fertile land and the tradition of mutual cooperation were successfully transformed into productive assets through guava cultivation and agro-tourism activities.

However, the success of the Wates case should be seen critically. The thematic village currently relies heavily on government support in the form of seedlings, training, and irrigation facilities. Such dependency raises questions about sustainability if external assistance decreases in the future, echoing concerns raised in previous studies on agro-industry programs (Lamefa et al., 2020). Additionally, challenges such as market competition from other guava-producing regions and the risks of climate variability demand continuous innovation in cultivation and product diversification to maintain competitiveness.

Another important dimension is the need for product diversification and market expansion. The enthusiasm of farmers and local entrepreneurs to develop guava-based products, from juices to jams and cosmetics, reflects awareness of the importance of value-added strategies. This is consistent with the broader literature on agro-industry and rural entrepreneurship, which emphasizes that processed products and digital marketing are key to enhancing economic resilience (Kurniasanti, 2019; Sarma et al., 2022). Furthermore, the emphasis on certification and packaging improvement highlights the importance of meeting national and international market standards, an issue often overlooked in small-scale rural enterprises.

From a policy perspective, the Wates case illustrates the importance of collaboration between government, community, and private sector in sustaining thematic village initiatives. Local governments can play a facilitating role by providing continuous training, infrastructure, and access to finance, while communities need to maintain collective management and adaptability. For other regions, the Wates model offers a practical example of how thematic villages can contribute to local economic resilience by linking agricultural potential with tourism and cultural identity. Nonetheless, future research should assess the long-term impacts of such initiatives on employment, women's empowerment, and intergenerational cultural continuity to better understand the broader implications of thematic village development.

CONCLUSION

Village Thematic Guava Crystal in Wates Village, Semarang City, is initiative strategic Which blend agriculture and tourist for boost the local economy. This initiative leave from condition economy public Which formerly left behind, However now succeed empowering resident through training cultivation guava crystal And product its processing. Management village This create opportunity economy, no only through sale product fresh and processed, but also through educational tourism Which attract tourists. With support from the government and society, Jambu Thematic Village Crystal show How collaboration can produce impact positive, like increasing social welfare and strengthening economy based on local. Public Wates play a role active in management village thematic with utilise potential region, preserving the environment, and maintaining socio-cultural values Which support sustainability village. Further development in the future future can be done through diversification crystal guava based products, increase capacity source Power man (HR), utilization technology digital, as well as development sector tourist. Besides That, collaboration with party external, like sector private and institution study, important For support

innovation and wider market access. With steps This, Village Thematic Guava Crystal potential for develop into an economic center that sustainable and contributing real for welfare public local.

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