

DAFTAR PUSTAKA

- Adira Finance. (2024, September 10). *Alasan Mengapa Pasar Rakyat Tradisional Penting bagi Masyarakat Indonesia*.
https://www.adira.co.id/detail_berita2/metalink/1908/alasan-mengapa-pasar-rakyat-tradisional-penting-bagi-masyarakat-indonesia
- Ara, S., Yunus, R., Roy, P., Sarkar, M., & Hemmige, B. D. (2025). *The Role of Artificial Intelligence in Storytelling and Content Creation: A Focus on Copywriting*. www.ijfmr.com
- Asep Parantika, & Gaby Jenica. (2022). Pelestarian Dan Pengembangan Makanan Khas Kampung Ciharahas Mulyaharja Sebagai Destinasi Wisata Kota Bogor. *Journal Of Tourism And Economic*, 5(1), 63–76.
<https://doi.org/10.36594/jtec/j42sn190>
- Badan Pusat Statistik. (2024). Statistik Penyediaan BADAN PUSAT STATISTIK BPS-STATISTICS INDONESIA. *Badan Pusat Statistik*.
<https://doi.org/https://doi.org/g9kt92>
- Chaerani, A., Rahmawati, W., Permana, D., Syaadzan, A., Salamah, S., & Iswari, H. R. (2023). *Digital Marketing Training through the 4C Formula Copywriting Method in Kampung Gerabah Penanggungan*.
<https://doi.org/https://doi.org/10.56070/jcd.2023.017>
- Chaniago, S. W., & Agmasari Silvita. (2024, February 5). *Masakan Tradisional Indonesia Terancam Punah, Mengapa?* Kompas.Com.
<https://www.kompas.com/food/read/2024/02/05/111744575/masakan-tradisional-indonesia-terancam-punah-mengapa>
- D'Andrea, A., & D'Ulizia, A. (2023). Preserving Local Food Traditions: A Hybrid Participatory Approach for Stimulating Transgenerational Dialogue. *Societies*, 13(4). <https://doi.org/10.3390/soc13040095>
- Kartsivadze, T. (2022). COPYWRITING IN SOCIAL MEDIA. *International Journal of Innovative Technologies in Economy*, 4(40).
https://doi.org/10.31435/rsglobal_ijite/30122022/7924
- Kusumo, R. (2024, February 9). *Resep Masakan Tradisional Indonesia Terancam Punah, Apa Solusinya?*
<https://www.goodnewsfromindonesia.id/2024/02/09/resep-masakan-tradisional-indonesia-terancam-punah-apa-solusinya>
- Mumtaza, F. I. (2025, August 1). *Pasar Papringan: Merawat Budaya, Lingkungan, serta Ekonomi Warga Lewat tradisi*. Surya Edukasi Bangsa Foundation. <https://osc.medcom.id/community/pasar-papringan-merawat-budaya-lingkungan-serta-ekonomi-warga-lewat-tradisi-7255>

- Ramadhani, P. I. (2020, June 13). *Lonjakan Kasus Virus Corona di Pasar Ancam Nasib 12 Juta Pedagang*. Liputan 6.
https://www.adira.co.id/detail_berita2/metalink/1908/alasan-mengapa-pasar-rakyat-tradisional-penting-bagi-masyarakat-indonesia
- Rosidin, O., Riansi, E. S., Muhyidin, A., Sultan, U., & Tirtayasa, A. (2021). *LEKSIKON KULINER tRaDISIONaL MaSYaRaKat KaBUPatEN PaNDEGLaNG*. <https://doi.org/https://doi.org/10.21831/ltr.v20i1.33908>
- Samuel, S. K. J. (2021). PENGARUH ATTENTION, INTEREST, DESIRE, ACTION (AIDA) TERHADAP EFEKTIVITAS IKLAN SPOTIFY. *Journal of Accounting and Business Studies*, 6(2).
<https://doi.org/https://doi.org/10.61769/jabs.v6i2.545>
- Thomas, V. L., & Grigsby, J. L. (2024). Narrative transportation: A systematic literature review and future research agenda. In *Psychology and Marketing* (Vol. 41, Issue 8, pp. 1805–1819). John Wiley and Sons Inc.
<https://doi.org/10.1002/mar.22011>
- Wicaksono, T., & Fatimah P.L, R. (2021). DETERMINING PRIORITY NEEDS OF CULINARY MICRO-ENTERPRISE CUSTOMERS IN INDONESIA THROUGH A QUALITY PERSPECTIVE. *Journal of Tourism and Economic*, 3(2), 66–76. <https://doi.org/10.36594/jtec.v3i2.99>
- Yunita, D. (2023). Pola Perjalanan Wisata Kuliner Kota Medan. *TEHBMJ (Tourism Economics Hospitality and Business Management Journal)*, 3(1), 24–34. <https://doi.org/10.36983/tehbmj.v3i1.440>

