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Transformation of Health Promotion in the Digital Era: A Case Study on the Utilization of Wedang Uwuh as a Traditional Herbal Medicine in Yogyakarta

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Abstract

The transformation of health promotion in the digital era presents new opportunities to introduce and enhance public awareness of traditional herbal medicine, including Wedang Uwuh. However, challenges such as competition with modern health products and a lack of public awareness regarding the benefits of herbal remedies remain obstacles in promoting this product. Therefore, this study aims to explore the utilization of digital communication technology in the promotion of Wedang Uwuh in Yogyakarta and analyze its impact on public awareness and acceptance. This research employs a qualitative methodology with a case study approach. Data were collected through a literature review, analyzing scientific articles, reports, and case studies related to digital health promotion, the use of traditional herbal medicine, and communication technology in Indonesia. This approach enables a deeper understanding of the promotional strategies used, the challenges faced, and the opportunities for integrating digital technology with local health traditions. The findings indicate that the use of digital technology, such as social media, websites, and health applications, has contributed to increasing public awareness and acceptance of Wedang Uwuh. However, barriers such as the digital divide and limited technological literacy among small business owners remain significant challenges in optimizing digital promotion. Therefore, collaboration between the government, business actors, and local communities is necessary to overcome these challenges and maximize the potential of digital technology in supporting the promotion of traditional herbal products in Indonesia.

Keywords: Health Promotion; Digital Technology; Wedang Uwuh; Traditional Herbal Medicine; Public Awareness.

Abstrak

Transformasi promosi kesehatan di era digital menghadirkan peluang baru dalam memperkenalkan dan meningkatkan kesadaran masyarakat terhadap penggunaan jamu tradisional, termasuk Wedang Uwuh. Namun, tantangan seperti persaingan dengan produk kesehatan modern dan kurangnya kesadaran masyarakat terhadap manfaat jamu masih menjadi hambatan dalam promosi produk ini. Oleh karena itu, penelitian ini bertujuan untuk mengeksplorasi pemanfaatan teknologi komunikasi digital dalam promosi Wedang Uwuh di Yogyakarta serta menganalisis dampaknya terhadap kesadaran dan penerimaan masyarakat. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui tinjauan literatur yang mencakup analisis artikel ilmiah, laporan, dan studi kasus terkait promosi kesehatan digital, pemanfaatan jamu tradisional, serta teknologi komunikasi di Indonesia. Pendekatan ini memungkinkan pemahaman yang lebih

mendalam mengenai strategi promosi yang diterapkan, tantangan yang dihadapi, serta peluang dalam mengintegrasikan teknologi digital dengan tradisi kesehatan lokal. Hasil penelitian menunjukkan bahwa pemanfaatan teknologi digital, seperti media sosial, situ web, dan aplikasi kesehatan, telah berkontribusi terhadap peningkatan kesadaran dan penerimaan masyarakat terhadap Wedang Uwuh. Namun, kendala seperti kesenjangan digital dan literasi teknologi di kalangan pelaku usaha kecil masih menjadi tantangan utama dalam mengoptimalkan promosi digital. Oleh karena itu, kolaborasi antara pemerintah, pelaku usaha, dan komunitas lokal diperlukan untuk mengatasi tantangan ini serta memaksimalkan potensi teknologi digital dalam mendukung promosi produk herbal tradisional di Indonesia.

Kata Kunci: Promosi Kesehatan, Teknologi Digital, Wedang Uwuh, Jamu Tradisional, Kesadaran Masyarakat.

1 Introduction

Health promotion is a strategic approach to increasing public awareness of the importance of maintaining health and well-being. It encourages individuals to adopt healthier lifestyles and reduce the risk of diseases. With advancements in digital technology, health promotion strategies have undergone substantial transformation (Koh et al., 2021). Digital technology facilitates the rapid and widespread dissemination of health information, reaching diverse populations across geographic boundaries. Digital platforms, including social media, health applications, and websites, have become essential tools in health promotion campaigns. These platforms enable the delivery of information on disease prevention, the importance of balanced nutrition, and the benefits of regular physical activity, making such resources accessible to individuals anytime and anywhere. Furthermore, digital technology supports direct interaction between healthcare providers and the public through online consultations, webinars, and discussion forums. This digital transformation in health promotion not only enhances the reach of information but also fosters active community engagement in health maintenance. However, ensuring the accuracy and reliability of information disseminated via digital platforms is essential to achieving the desired positive health outcomes effectively (Stoumpos et al., 2023).

The digital era has brought significant changes to the delivery of health information, making it faster, more accessible, and efficient. Social media platforms, health applications, and websites have become primary channels for disseminating health information. Social media, in particular, enables healthcare providers to interact directly with the public, offer education, and share critical health updates in real time. Health campaigns on social media can also reach broader and more diverse

audiences, thereby enhancing public health awareness and knowledge (Odongo, 2024).

The adoption of a healthy lifestyle, often encapsulated by the slogan "Back to Nature," has emerged as a global trend, driven by the perception that natural remedies are safer alternatives to synthetic drugs. Reflecting this trend, the demand for herbal medicines has been steadily increasing. In Indonesia, the use of herbal ingredients for medicinal purposes is deeply rooted in tradition, with such remedies being passed down through generations. One notable example is Wedang Uwuh, a traditional herbal drink known for its therapeutic properties (Hidayatulloh et al., 2023).

Wedang Uwuh is a traditional beverage originating from Imogiri, Bantul, Yogyakarta. Traditional herbal remedies, including Wedang Uwuh, have long been integral to Indonesia's health culture, particularly in Yogyakarta. This herbal drink is believed to offer various health benefits, knowledge of which has been passed down through generations. However, despite its established reputation, the promotion of traditional herbal products like Wedang Uwuh in the digital era remains a challenge. Factors such as competition from modern health products and a lack of awareness among younger generations about the advantages of herbal remedies contribute to this issue. In Yogyakarta, efforts are being made to integrate digital technology with local traditions to promote health, including the use of Wedang Uwuh. Strategies involve leveraging social media platforms, creating educational videos, and utilizing e-commerce to reach a broader audience.

This study focuses on how Wedang Uwuh, as a traditional herbal product from Yogyakarta, is promoted through digital platforms. The analysis will identify effective promotional strategies, the challenges faced, and their impact on the

product's popularity and consumption within the community. The aim is to explore the transformation of traditional health promotion in the digital era, using Wedang Uwuh as a case study. The findings are expected to provide valuable insights into effective methods for promoting traditional health products via digital media.

2 Methods

This study adopts a **qualitative research approach** using a **case study method** to explore the transformation of traditional health promotion in the digital era, with a specific focus on *Wedang Uwuh*, a traditional herbal drink from Yogyakarta. The case study method is suitable for gaining an in-depth understanding of complex social and cultural phenomena, especially within a specific local context.

Data collection was conducted through a **comprehensive literature review**, following the framework described by Snyder (2019). This involved analyzing a wide range of relevant sources, including:

- Scientific journal articles
- Research reports
- Case studies
- Publications on digital health promotion
- Documentation on the use of traditional herbal medicine
- Literature on communication technology development in Indonesia

The literature review serves multiple objectives:

1. To understand the context and dynamics of health promotion in the digital era.
2. To examine the influence of digitalization on the use and popularity of traditional herbal remedies like *Wedang Uwuh*.
3. To identify the digital promotional strategies that have been used.
4. To explore the challenges and opportunities in integrating digital technology with traditional health practices.

By synthesizing information from diverse sources, the study aims to develop a comprehensive understanding of how traditional health promotion practices are evolving. These insights can support the formulation of effective

and culturally relevant digital strategies in the Indonesian context.

Research Methodology

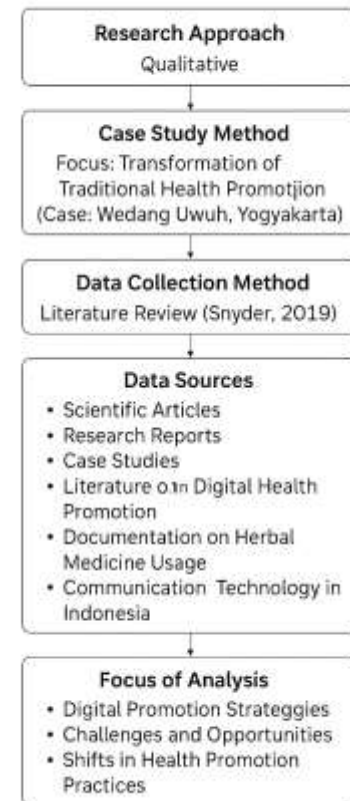


Figure 1. Flow of Research Methods

1. Research Approach: Qualitative

The study employs a **qualitative approach** to gain a deep and holistic understanding of the transformation of traditional health promotion in the digital era. This approach is suitable for exploring complex cultural and social dynamics that cannot be captured through numerical data alone.

2. Case Study Method

A case study method is applied, focusing specifically on *Wedang Uwuh* in Yogyakarta. This method allows for an in-depth examination of a real-life context, enabling the researchers to explore how traditional herbal medicine is promoted and evolves within a specific local setting.

3. Data Collection Method: Literature Review (Snyder, 2019)

Data were collected through a **comprehensive literature review**, based on the framework proposed by Snyder (2019). This method involves systematically identifying, analyzing, and synthesizing relevant sources to build a strong conceptual foundation.

4. Data Sources

The literature review draws from a wide range of sources, including:

- Scientific journal articles
- Research reports
- Case studies
- Literature on digital health promotion
- Documentation of traditional herbal medicine usage
- Studies on communication technology in Indonesia

5. Focus of Analysis

The analysis is centered on:

- **Digital promotion strategies** used to promote traditional remedies like *Wedang Uwuh*
- **Challenges and opportunities** related to integrating traditional practices with digital platforms
- **Shifts in health promotion practices** due to technological advancements

6. Findings and Implications (*represented implicitly at the end of the flow*)

From this process, the study aims to generate insights and recommendations that can guide the effective integration of traditional health promotion into modern digital environments, especially within the Indonesian cultural context.

3 Results and Discussion

a. Results

Table 1. Literature Review Table

N o.	Writer, Year	Title	Method	Study Findings
1	(Rahman Siddiq et al., 2023)	Management of Traditional Culinary Tourism Based on Google My Business and Financial Systems in the Tinthir	Community Service	Overall, the development of traditional culinary tourism and improvement of local financial management has

Demping Community

been greatly supported by the use of Google My Business and structured accounting systems.

In addition to providing financial benefits, these strategies also serve as examples that can be replicated in other regions to stimulate local economic growth.

The findings show that the promotion

, innovation, and product quality variables have a significant influence on customer satisfaction, and customer satisfaction also has a significant influence on company performance. However, despite product quality having a

The Influence of Promotion, Innovation, and Product Quality on Company Performance Through Customer Satisfaction at Jahe Merah Laris Pisan

Market survey, digital marketing training, curatorial program, and excellent service

2 (Muphin et al., 2023)

						significant influence on company performance, the promotion and innovation variables of do not show a significant influence on company performance.	COVID-19 pandemic.
3	(Bahagia et al., 2022)	Health, Social, and Cultural Value of Food Trading Based on Angkringan in Bogor, West Java	Descriptive qualitative		4	Angkringan holds mutual assistance value because the prices of food and beverages are very affordable, making it a solution for consumers who are financially struggling during the COVID-19 pandemic. In addition, there is a health value, as the drinks served, such as ginger tea with various flavors and Wedang Uwuh, are beneficial for maintaining health, especially during the	Market survey, digital marketing training, curatorial program, and excellent service The results of mentoring indicate an increase in the productivity of SMEs in the production of instant herbal medicine. The distribution of the product has also successfully expanded to reach 10 distribution locations. Furthermore, product diversification has developed into 8 variants, and there has been demand through digital marketplace platforms.
<p>The reviewed literature presents several relevant studies that highlight the evolving</p>							

relationship between traditional practices and digital technology, especially in the promotion and management of local culinary and herbal products. Rahman Siddiq et al. (2023) conducted a community service-based study focusing on the development of traditional culinary tourism in the Tinthir Demping community. The study underscores the role of Google My Business and well-structured financial management systems in enhancing the visibility, accessibility, and financial governance of traditional culinary ventures. These digital tools proved beneficial not only in improving local economic conditions but also in establishing replicable models that could be implemented in other communities. By utilizing online platforms, traditional businesses were able to reach broader audiences while maintaining their cultural identity, demonstrating how digital interventions can be tailored to strengthen local heritage-based industries.

Similarly, Muphimit et al. (2023) examined the impact of promotion, innovation, and product quality on company performance, with customer satisfaction serving as a mediating variable. Using a combination of market surveys, digital marketing training, and curatorial programs, the study focused on the herbal beverage brand *Jahe Merah Laris Pisan*. The findings indicate that promotion, innovation, and product quality significantly affect customer satisfaction, which in turn has a strong impact on overall company performance. Interestingly, only product quality showed a direct significant influence on performance, while promotion and innovation, although important for customer experience, did not directly correlate with business outcomes. This suggests that traditional product producers must not only focus on digital engagement but also ensure the authenticity and reliability of their products to maintain competitiveness.

Bahagia et al. (2022) offered a more socio-cultural perspective by exploring the values embedded in *Angkringan*, a traditional food vendor format popular in Bogor, West Java. Their descriptive qualitative study revealed that *Angkringan* plays an important role in promoting mutual support within communities through the provision of affordable meals and beverages. These establishments served as vital food sources, especially for lower-income groups during the COVID-19 pandemic. Moreover, many of the beverages offered—such as flavored ginger tea and *Wedang Uwuh*—carried health benefits that resonated strongly with public concerns about immunity and wellness during the health crisis. The study demonstrated that traditional food and beverage vendors are not only economic actors

but also contributors to public health and social cohesion.

Lastly, the study by Anam et al. (2022) looked into product innovation and strategies for maintaining market share among SMEs in the herbal beverage sector. The researchers used market surveys and mentoring programs, focusing on capacity building, digital marketing, and service excellence. The mentoring process led to notable improvements: SMEs increased productivity, expanded product distribution to ten different locations, and introduced eight new product variants. Importantly, their market reach extended into digital marketplaces, indicating a successful integration of traditional production with modern marketing tools. This finding supports the idea that innovation and strategic use of digital platforms are key to sustaining traditional products in a competitive and tech-driven market environment.

Together, these studies demonstrate that while tradition remains central to many community-based businesses, digital tools and innovation are critical enablers for broader reach, sustained relevance, and enhanced performance in today's market landscape.

b. Discussion

1. Wedang Uwuh: History and Health Benefits

Wedang Uwuh is a traditional drink originating from Yogyakarta, specifically from the Imogiri area in Bantul. The word "wedang" means "drink" in Javanese, while "uwuh" refers to scattered garbage or leaves (Nugroho, 2023). Despite its meaning of "garbage drink," the term alludes to the drink's appearance, which resembles a mixture of various leaves and spices. The history of Wedang Uwuh is closely tied to the story of the King of Mataram, Sultan Agung, who frequently visited the Tombs of the Kings of Mataram in Imogiri. It is believed that this drink was first prepared by palace servants for Sultan Agung as a refreshing and healthy beverage following his long journeys. The ingredients include a blend of spices such as ginger, sappanwood, clove leaves, nutmeg leaves, cinnamon, and rock sugar. The sappanwood gives the drink its distinctive red color. Originally, Wedang Uwuh was known only among the royal court and the local residents of Imogiri. However, over time, its popularity has expanded, and it has become one of Yogyakarta's signature drinks, enjoyed by many people.

At first glance, Wedang Uwuh may appear similar to other drinks. However, it is distinguished by a variety of unique and secret ingredients, both

in terms of its history and health benefits. The local wisdom of our ancestors in using natural resources adds significant value, making it even more special for those who enjoy it. Herbal ingredients such as ginger, manisjangan leaves, clove leaves, nutmeg leaves, cardamom, and sappanwood contribute to Wedang Uwuh's reputation as a traditional drink with numerous health benefits (Hidayatulloh et al., 2023). Wedang Uwuh has gained considerable popularity, both locally in Yogyakarta and nationally, as one of Indonesia's traditional herbal drinks, or jamu. It is renowned not only for its delicious flavor but also for its wide range of health benefits, including boosting endurance, warming the body, and improving blood circulation.

Among the local community, Wedang Uwuh has long been regarded as a drink essential for consumption, especially during cold weather or when feeling unwell. It is often served at traditional stalls, restaurants, and even during local events as a symbol of hospitality and local wisdom. On a national scale, the popularity of Wedang Uwuh has been rising, in line with the growing trend toward healthy lifestyles and increased public awareness of the benefits of herbal medicine and herbal drinks. Promotion through social media, culinary festivals, and traditional markets selling this product has also contributed to its spread beyond the Yogyakarta region (Rudi Susanto et al., 2021). Furthermore, many businesses in Yogyakarta have expanded the distribution of Wedang Uwuh to various regions across Indonesia. With practical and portable packaging, Wedang Uwuh is now also available in instant form, making it easier for people from diverse backgrounds to enjoy the drink anytime and anywhere. Innovations like these have helped Wedang Uwuh gain wider acceptance and become a part of the popular healthy drink trend in Indonesia.

2. Challenges in Digital Promotion of Wedang Uwuh

The digital promotion of Wedang Uwuh faces several significant challenges, particularly regarding brand awareness and the effective use of technology. As a traditional product that is not widely recognized, establishing brand awareness in the digital market requires the creation of engaging and educational content. However, many small business owners still struggle to fully optimize digital platforms such as social media, SEO, or paid advertising to reach a broader audience. Moreover, competition from similar herbal products that are already well-established in the market further complicates the task of

attracting consumer attention. Consumers often gravitate toward products with stronger, more credible brands, making it more challenging for lesser-known products like Wedang Uwuh to gain traction (Pratama & Kusumawardhani, 2021).

Another challenge arises from the limited technological understanding among small business owners (small and medium-sized enterprises (UMKMs)) producing Wedang Uwuh. Many of these producers still lack knowledge of effective digital marketing strategies, such as search engine optimization (SEO), the use of analytics, and digital advertising. Additionally, limitations in creating engaging content, such as educational videos or infographics, make it difficult for Wedang Uwuh to compete with other brands that are more proactive in their digital campaigns. Without collaborative efforts to enhance digital skills and innovate promotional strategies, Wedang Uwuh will struggle to expand its market beyond its home region.

3. The Impact of Digitalization on Public Awareness and Acceptance of Wedang Uwuh Products

The food and beverage sector continues to expand and plays a significant role in the Indonesian economy. According to data from the Central Statistics Agency (BPS), this sector achieved GDP growth of 4.62% year-over-year (YoY) in the second quarter of 2023. This reflects a slight decline compared to 5.35% YoY in the previous quarter. Despite this decrease, the sector remains the primary contributor to the manufacturing industry, accounting for 34% of the manufacturing sector's GDP in Q2 2023 (Hartini & Malahayatie, 2024). With the ongoing development of the food and beverage sector, public awareness regarding the importance of consuming halal-certified products has been steadily increasing. As the industry evolves, there is also a growing emphasis on public health and wellness.

The rapid advancement of technology and information encourages small business owners (small and medium-sized enterprises (UMKMs)) to adapt to these changes. Digital marketing, defined as the promotion of products or services through digital technology, has become a key strategy for expanding market reach, boosting sales, and attracting consumer interest. Digitalization has had a substantial impact on public awareness and acceptance of Wedang Uwuh products. Through digital platforms such as social media, e-commerce, and websites, Wedang Uwuh can now reach a broader audience, including younger generations and individuals outside its traditional

geographical area. Digital marketing enables the dissemination of information about the health benefits, cultural history, and unique characteristics of Wedang Uwuh more quickly and effectively, thereby increasing public awareness (Ji et al., 2023).

Moreover, the ease of purchasing products online has enhanced consumer acceptance, even among those who were previously unfamiliar with Wedang Uwuh. User reviews and testimonials, which are widely accessible on digital platforms, also contribute to building consumer trust in this traditional product. Consequently, digitalization plays a pivotal role in broadening the market reach and fostering greater public acceptance of Wedang Uwuh as a traditional beverage with notable health benefits.

4 Conclusion

a. Wedang Uwuh: History and Health Benefits

Wedang Uwuh is a traditional beverage from Yogyakarta, specifically from the Imogiri area in Bantul. It is known for its blend of spices, which provide various health benefits, such as boosting the immune system, improving blood circulation, and warming the body. The history of Wedang Uwuh is closely linked to Sultan Agung of the Mataram Kingdom, who frequently consumed this drink after long journeys. Over time, its popularity has grown both locally and nationally, driven by the increasing trend of healthy lifestyles and greater public awareness of the benefits of herbal drinks.

b. Challenges in Digital Promotion of Wedang Uwuh

The digital promotion of Wedang Uwuh faces several challenges, particularly in building brand awareness and effectively utilizing technology. Many small business owners (SMEs) struggle to optimize digital platforms such as social media, SEO, and paid advertising to reach a wider audience. Additionally, competition from other well-established herbal products makes it harder to attract consumer attention. Limited technological literacy among business owners also poses a challenge in implementing effective digital marketing strategies.

c. The Impact of Digitalization on Public Awareness and Acceptance of Wedang Uwuh Products

Digitalization has had a positive impact on increasing public awareness and acceptance of Wedang Uwuh. Through social media, e-commerce, and websites, information about its

health benefits and cultural history has become more accessible to a broader audience, including younger generations. The convenience of purchasing products online has also improved consumer acceptance, even among those previously unfamiliar with Wedang Uwuh. User testimonials and online reviews contribute to building trust in the product. Thus, digitalization plays a crucial role in expanding the market reach and enhancing public acceptance of Wedang Uwuh as a traditional beverage with significant health benefits.

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