

Evaluation of Development and Application of Traditional Food At Four Traditions Ethnic in South Sulawesi And Its Potential For Culinary Tourism

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Abstract. This research is in the form of program evaluation in the field which aims to evaluate the development and application of traditional food in traditional ceremonies of four ethnicities in South Sulawesi, which originally consisted of the Mandar, Makassar, Buginese and Toraja ethnic groups. After Mandar separated from West Sulawesi, the four ethnic groups shifted to become Makassar Ethnic, Bugis Ethnic, Enrekang Ethnic and Toraja Ethnic. The four ethnic groups are located in 24 districts, so data is collected from 24 districts. The largest area of domicile is the Bugis ethnic group. The data were collected by 9 D3 students, 28 undergraduate students, 5 lecturers who mastered traditional food. Students involved in data collection are students from the data source area. Data is expected to collect at least 20 types of traditional food from each district. At the same time evaluating which potential can be developed into culinary tourism. The data collection method used is a combination of qualitative and quantitative. The data analysis technique used is descriptive qualitative analysis. The data analysis technique used is descriptive qualitative analysis. From the results of the evaluation it was found that there were as many as 400 kinds of traditional foods from four ethnicities that had been developed and applied to the traditional ceremonies of the four ethnic groups in South Sulawesi but not all of them were developed and applied for culinary tourism. Therefore, it still needs to be further developed and implemented because the potential is very large for the development of culinary tourism in South Sulawesi in applied research in the following year (the second year). The results of this study have made a book design for teaching materials for regional food and traditional food courses in PKK-FT-UNM. Key words: program evaluation, development and application of traditional food, traditional ceremonies of four ethnicities in South Sulawesi, culinary tourism.

Keywords: Development, application, traditional food, four traditions ethnic

INTRODUCTION

In the Food-Agriculture Sector, is a topic 2k and topic 4f in RIP-UNM (2017: 56-57), namely: Leading Research in Entrepreneurship sector number 2 k

(Development of Entrepreneurship-based Model socio-cultural resources and capital) and Leading Research in the Field of Science number 4f (Local Material Processing to diversify food ingredients as an effort to preserve and develop quality traditional foods). [1]. The two were combined and produced the title PNBPT shema PTUPT as follows: "Evaluation of Development and Application of Traditional Food in Traditional Ceremonies of Four Ethnic Groups in South Sulawesi and Potential for Culinary Tourism." PNBPT research with the PTUPT scheme is a type of research and development (R&D) in the form of field evaluation. Designed to be implemented for two years (2020-2021). The first year (2020) evaluates the development and application of traditional food in traditional four ethnic ceremonies in South Sulawesi and its potential for culinary tourism. The second year (2021) carries out the development and implementation of culinary tourism in South Sulawesi. PNBPT research is proposed for a) science and technology development, (b) supporting development, and (c) institutional development (PNBPT Guidelines, 2018). The PNBPT scheme chosen is the Higher Education Leading Applied Research Scheme (PTUPT) in accordance with the leading fields in the UNM Strategic Plan (Number 2 point k and Number 4 point f and Chapter III/B/p.12. The PTUPT scheme is oriented towards science and technology products that have been validated in the relevant field. The ultimate goal of this PTUPT is the production of technological innovation in frontier fields and socio-cultural engineering to increase sustainable development at the local and national levels (PNBPT Research Guide, 2018: 12-13. PTUPT research aims to 1). increase the ability of researchers to produce scientific, technological, artistic and cultural products; 2). strengthening multidisciplinary research roadmaps; build collaboration between universities and partners who use research results; 3). increase the ability of researchers to collaborate with partner institutions at home or abroad; 4). obtain ownership of KI for science, technology, art and culture products (PNBPT Guide, 2018: 14). The mandatory outputs of PTUPT Research are science and technology products in the form of methods, blue prints, prototypes, systems, policies, models, appropriate technology protected by KI and documentation of product trial results, prototypes, policies or art performances in the second year. [2]. This research is research and development, in the form of evaluation, the results of which will be developed into applied research in the field in the second year (2021), because it is designed to be implemented in two years (2020-2021). Aiming at evaluating the development and application of traditional food in traditional ceremonies of four ethnicities in South Sulawesi, then the results will be developed and applied to the development of culinary tourism culture in South Sulawesi in the second year (2021).

Development of an Entrepreneurship Model based on local resources and socio-cultural capital, in superior science number 4 f, namely Local Material Processing to diversify food ingredients as an effort to preserve and develop quality traditional foods. Why should it be combined? Because both are urgent to need their development and application in this research. The problem is what the types and

amounts of traditional food are in South Sulawesi and what are the results of the evaluation on the development, application and preservation of traditional food in traditional four ethnic ceremonies and culinary tourism in South Sulawesi. How to Develop an Entrepreneurship Model based on resources and socio-cultural capital as well as the diversification of Local Material Processing for the preservation and development of quality traditional foods. The extent of this problem is that it is necessary to use a meta-evaluation model to evaluate it, so that the research objectives can be achieved. The development of an entrepreneurial model based on local and socio-cultural resources to diversify and preserve quality traditional foods is the emphasis of this research. The development of traditional food from local ingredients can be developed into an entrepreneurial model in culinary tourism which will become an ecopreneurship that needs technopreneurship. Why do local foodstuffs need to be developed into ecopreneurship? Because Indonesia has a very rich variety of eco-friendly business potentials. Ecopreneurship is one way that can fix the gap between economic and environmental interests, while technopreneurship emphasizes a touch of technology.

Local ingredients require a touch of technology so that the benefits are maximized and can be cultivated into culinary tours. Local food is all edible ingredients that come from the local area and ecopreneurship is a term that comes from a combination of two words, namely ecological (ecological) and entrepreneurship (entrepreneurship). Ecopreneurship is an entrepreneurial concept that is not only profit-oriented but cares about environmental aspects, or entrepreneurial activities that involve the initiative and expertise of a person or group to achieve business success with environmental innovations (Stefanschaltegger, 2002). [3]. The objective is to find out the types of traditional food that exist in South Sulawesi, its development and application in traditional four ethnic ceremonies in South Sulawesi and its application in Entrepreneurship Model-based Culinary Tourism for the preservation of quality traditional food. The urgency of being researched because it has never been researched and the results can be used for entrepreneurship learning and Regional Food at PKK-FT-UNM as an innovative traditional food collection book in South Sulawesi.

LITERATURE REVIEW

This PNB research with the PTUPT shema, this research design was developed from the Excellence Research in the Field of Entrepreneurship and Science of UNM (RIP UNM, 2017: 53) which has been adapted to the Guidelines for Research and Community Service Edition XIII (2019) with the Vision of UNM and the Vision of the UNM Research Institute. contained in RIP-UNM (2017) with 4 leading research topics as strategic program targets and performance indicators, namely: 1. Education, 2. Entrepreneurship, 3. Technology/Engineering, 4. Science. The vision of UNM and the Vision of the UNM research institute must be a source of inspiration and motivation to animate the strategy and policy direction of UNM, including the field of research.

This PTUPT (Higher Education Leading Applied Research) research was taken from the UNM Leading Research RIP which was targeted and the Strategic Program of RIP-UNM (2017) which contained 4 Leading Research: 1. Education, 2. Entrepreneurship, 3. Technology/ Engineering, 4. Science. The ones chosen according to the Applicant's field of expertise are Entrepreneurship Leading Research (2) and Science (4) because they are relevant and appropriate and very urgent to be researched, studied, developed for future application so that they need to be evaluated. According to Soenarto (2008) [4] evaluation is an activity that involves identifying problems, determining the objectives of a program, criteria, formulating problems and assumptions, gathering facts and analyzing data, making conclusions and recommendations, using evaluation results for decision making. There are four stages to program evaluation: (1) planning, (2) development, (3) implementation and (4) evaluation. Evaluation is very important to improve and ensure the quality of a program. The objectives of program evaluation are: (1) to show the contribution of the program to the achievement of organizational goals. The results of this evaluation are important for developing the same program elsewhere; (2) make decisions about the sustainability of a program, whether the program needs to be continued, repaired or stopped (Endang Mulyatiningsih, 2011) [5]. The evaluation function provides information as a basis for: (1) making policies and decisions, (2) assessing the results achieved, (3) assessing the curriculum, (4) giving trust to schools, (5) monitoring the funds that have been given (6) improving education program (Djemari Mardapi 2004: 8). [6]. Program evaluation is an integrated part (integral) of management. By involving 5 components, namely: planning, organizing, staffing, actuating, and controlling. The evaluation model which is popular and widely used as a strategy or work guide for implementing program evaluation according to Kaufman and Thomas in (Soenarto, 2008) identifies 8 program evaluation models. One of them is the evaluation of the DEM model with 4 activity stages, namely: (a) identifying the program (program definition), (b) program installation, (c) implementing program activities (program implementation process), and (d) results program (goal attainment program). There are several evaluation questions in the DEM evaluation model, including (a) Has the program been identified properly and clearly? (b) Is the program well structured? (c) Is the program implemented well, and whether the supporting objectives can be achieved (d) Whether the final objectives of the program have been achieved [3].

To evaluate this research program, the Program Evaluation Meta Model was used. Why choose to use the Program Evaluation Meta Model? According to Stufflebeam (2011), at the present, the concept of meta-evaluation has been recognized as a means to increase the quality and effectiveness of internal and external quality assessment. The new meta-evaluation standards consisted of 5 standards: 1) validity 2) utility 3) ethicality 4) credibility and 5) cost-effectiveness. There are four objects of Meta-Evaluation, namely: evaluation goals, evaluation goals, evaluation processes, and evaluation results (Stublebeam, 2011: 40) [7,9]. All of these

are used in this study. Why choose traditional food? Traditional food according to Ahsan (2017) [8] is anything or food consumed by the people of an area from generation to generation according to the customs of an area or area in order to meet the nutritional needs of the body for the Four Ethnic Traditional Ceremony in South Sulawesi. Adat is a cultural idea consisting of cultural values, norms, customs, institutions, and customary laws that are commonly practiced in an area. If this custom is not implemented, there will be confusion which results in unwritten sanctions by the local community against the perpetrators who are considered deviant. [9]. According to the people of South Sulawesi, South Sulawesi traditional ceremonies (2017) can be categorized into two groups, namely those related to the life cycle (lifecycle) and those that are general in nature. Traditional ceremonies related to the life cycle, namely rituals during pregnancy, birth, and death, while the second ceremony is general, namely the ritual after the harvest period which is carried out jointly.

The four ethnic groups in South Sulawesi are domiciled in 24 districts which are also the population, namely: Barru, Soppeng, Bone, Bulukumba, Selayar, Gowa, Bantaeng, Sinjai, Jeneponto, Takalar, Maros, Pangkep, Enrekang, Pinrang, Sidrap, Wajo, Luwu, East Luwu, North Luwu, Tana Toraja, North Toraja, Palopo City, Parepare City, Makassar City (<https://id.m.wikipedia.org>). [10]. Mandar is gone. so 4 ethnicities in South Sulawesi, which were Bugis, Makassar, Mandar, and Toraja ethnicities; now it has changed to 4 ethnic groups in South Sulawesi now, namely: Bugis, Makassar, Enrekang, and Toraja.

According to Riyanto Arudam (2015) [11], culinary is a variety of activities, such as culinary arts, namely the art of preparing, cooking and serving food, usually in the form of food. The definition of culinary is processed products in the form of dishes in the form of side dishes, snacks and drinks. Culinary tourism is a tour that aims to try to enjoy the results of the cuisine at tourist attractions. Culinary tourism is a combination of enjoying a meal while enjoying the atmosphere of a walk, relaxing or on vacation, so that you take advantage of the time to places that provide special food. Culinary tourism is also a place for the development / application, processing and presentation of higher quality traditional food from diversifying local food ingredients. Aspects related to culinary tourism are: a. Planning, b. Preparation of Materials and Types of Food Materials, c. Product Processing Process, d. Types and variations of products, e. Table setting and table manner, f. Presentation method and community service, g. Product packaging and labeling, h. Display, i. Promotion and advertising, j. Marketing, k. Marketing Place. Culinary is a variety of activities, such as culinary arts, namely the art of preparation, cooking and serving food, in the form of food, is a lifestyle that cannot be separated from everyday life, (Riyanto Arudam, 2015) [11]. Local food is all consumable ingredients that come from the local area and ecopreneurship is a combination of two words, namely ecological (ecological) and entrepreneurship (entrepreneurship). According to Stefan Schaltegger (2002) ecopreneurship is an entrepreneurial concept that is not only profit-oriented but

cares about environmental aspects, or entrepreneurial activities that involve individual or group entrepreneurial initiative and expertise to achieve business success with innovations. environment and a touch of technology. [3]. The importance of technopreneurship today is related to its attachment to science and technology, when the state uses an approach of increasing technological capabilities as a driving force for increasing national production as a competitive advantage strategy, then technopreneurship is an integral part of increasing entrepreneurship. The key of technopreneurship is creativity. Igor Prodan (2007) [12] identified 7 elements: 1. Technological entrepreneurs; 2. universities; 3. corporation; 4.Capital; 5. Market / costumers; 6. Government; and 7. Advisor. According to Ono Suparno (2008) technopreneur is a combination of words between technology and entrepreneur. Technopreneurship is a process and the formation of new businesses that involve technology as the basis, with the hope that the creation of appropriate strategies and innovations and technology is one of the factors for national economic development when starting a business.[13]. Technopreneurship is very important, needed for the development and application of local and socio-cultural based traditional food products for diversifying traditional foods in traditional ceremonies and culinary tours.

RESEARCH METHODS

This research is a type of PNB research which is included in the Higher Education Leading Applied Research Scheme (PTUPT) with the title: Evaluation of Development and Application of Traditional Food in Traditional Ceremonies of Four Ethnic Groups in South Sulawesi and Potential for Culinary Tourism, in the form of Research and Development (R&D) research. The Research and Development (R & D) model used in the development of this research is the Joke Model (2014) developed from the Kirpatrick Model and the Plomp Model. Consists of seven components, namely: 1) Initial Findings, 2) Development Design, 3) Realization/Formation of Models/Prototypes, 4) Testing, Validation and Revision, 5) Model Implementation/Application,6) Evaluation (reaction, learning, behavior , results), 7) Product Dissemination [14]. The Program Evaluation Model used in evaluating the program is the Program Evaluation Meta Model (Saludung, 2015) [15] which has been developed, researched, tested for its validity, utility, legality, credibility, time / cost effectiveness, usefulness and usefulness, ease of use, accuracy of the model. , the scope of the model, the basis for the development of the model, the instruments thereof, turned out to be very relevant, effective and efficient to use. Why choose to use the Meta Program Evaluation Model in this research? The new meta-evaluation standards consisted of 5 standards: 1) validity 2) utility 3) ethicality 4) credibility and 5) cost-effectiveness. The five standards already contain four standards from the Joint Commity, namely the utility, feasibility, propriety, and accuracy of an evaluation and its systematic nature, competent conduct, integrity / honesty, respectfulness, and social responsibility - to guide the evaluation and / or report its strengths and

weaknesses "[7]. According to Saludung (2015) the meta model has four stages, namely formative evaluation, summative evaluation, confirmation evaluation, meta evaluation, recommendations. Its components consist of a situation and needs analysis, design and development, activities and reactions, formative and summative activities, follow-up activities, complementary, application, results achieved. Its aspects include confirmatory evaluation of formative evaluation, summative evaluation, the need for further quality improvement, and meta-evaluation. The population is 24 districts/cities in South Sulawesi, namely: Barru, Soppeng, Bone, Bulukumba, Selayar, Gowa, Bantaeng, Sinjai, Jeneponto, Takalar, Maros, Pangkep, Enrekang, Pinrang, Sidrap, Wajo, Luwu, East Luwu, North Luwu districts, Tana Toraja, North Toraja, Palopo City, Parepare City. Makassar city. Samples for the development and application of traditional food in culinary tourism for the first year (2020) are only requested for at least 20 types of traditional food from each district according to the dominant ethnic type.

The population of the field research in the second year (2021) was South Sulawesi, but the sample was taken based on four ethnicities from 24 districts. The unit of analysis for the second year will be determined later after implementation. The research object is the traditional food of South Sulawesi which is used in traditional ceremonies of four ethnicities and whose application has been developed in various ways in culinary tourism. The research procedure was carried out according to the length of the study of 2 years starting from the first year (2020 for PNBP), namely the Evaluation of the Development Program and the Application of Traditional Food in the Traditional Ceremony of the Four Ethnic Groups in South Sulawesi and Potential for Culinary Tourism, using the Meta Evaluation Program. The second year (2021 PNBP research results continued with PTUPT) to apply the development of an entrepreneurial model based on socio-culture and local food processing for the preservation and diversity of traditional food and its application in culinary tourism. Its application is carried out in community training in selected districts. The results are applied to entrepreneurship learning and regional food for PKK students. There are two variables examined in this study, namely the evaluation of the development and application of traditional food in the traditional four ethnic ceremony and the development and application of culinary tourism. It is descriptive qualitative, there is no relationship and influence, but the results are described as real. The data collection technique used a program evaluation meta model instrument in the form of a questionnaire, observation, interviews, document analysis, FGD, evaluation of the implementation of the program evaluation meta model, checklist. The data were collected by 38 students (D3 and S1) who studied traditional food courses, 5 lecturers, 2 field assistants, in 24 districts. Emphasis is on the four objects of the Meta-Evaluation Program, namely: evaluation goals, evaluation designs, evaluation processes, and evaluation results (Stublebeam, 2011) [7]. Through formative evaluation, summative evaluation and confirmative evaluation to see the impact and results of the development and implementation process

carried out for quality improvement. The evaluation research instrument used a program evaluation meta model in the form of a questionnaire, observation and interview guidelines, FGD framework, document analysis, checklists for the results of the development and application of traditional food at traditional four ethnic ceremonies in the field and in culinary entrepreneurs. The meta-evaluation instrument has been prepared and then given to data collectors to be carried out in data collection. Evaluation results obtained, processed and analyzed using descriptive analysis (Agung, 2006; Sugiono, 2016) [16,17] with qualitative data analyzed by qualitative analysis (Sujarweni, 2015).[18]. Outcome indicators include the application of the Research and Development (R&D) Model in research, evaluating the Development and Application of Traditional Food in Traditional Four Ethnic Ceremonies and Culinary Tourism with the Program Evaluation Meta Model. Evaluation of the Development of Entrepreneurship Model in the form of products various types of traditional four ethnic foods at traditional ceremonies based on local and socio-culture with local ingredients that can be applied to training for culinary tourism in districts. If the PNBP results are further developed, it can produce culinary tourism entrepreneurs with a variety of traditional food products of local ingredients.

RESEARCH AND DISCUSSION

The results of the research evaluation using the data collection techniques used were carried out from August to November 2020 involving 45 people, namely 5 lecturers who are experienced in the field of traditional food, 9 D3 students and 24 undergraduate students, all of whom learn traditional food from different areas of origin, 5 students as members of the research support team, 2 field assistants, all 45 people using the instruments that have been prepared. The data obtained were in the form of qualitative and quantitative which were analyzed by qualitative descriptive. From the results of field evaluations and application results collected by surveys, literature reviews, document analysis, observations, questionnaires, interviews with resource persons, FGD, the results of field research on traditional food types from each district have been collected. Types of traditional food have been collected from respondents and resource persons in 24 districts and types of traditional food from each district complete with photos, recipes, food processing and presentation, places of sale, potential for culinary tourism. Data on Traditional Food for the Four Ethnic Groups in South Sulawesi, both presented at Traditional Ceremonies and those with potential for Kulliner Tourism, collected from 24 districts as follows:

1. Ethnic Makassar (collected from Makassar City), has collected 70 types of traditional food.
2. Ethnic Enrekang (collected from Enrekang District) has collected 33 types of traditional food.
3. Ethnic Toraja (collected from North Toraja and Tana Toraja) has collected 78 types of traditional food.

4. Bugis ethnic groups have collected 560 types of traditional food (collected from 20 districts because the Bugis ethnic group lives in 20 districts/cities. Data on traditional foods were collected and obtained from Bantaeng 20 species, Barru 15 types, Bone 40 types, Bulukumba 25 types, Gowa 51 + Malino 29 species, Jeneponto 18 types, Selayar Islands 20 types, 14 types of Luwu, 19 types of North Luwu, 22 types of East Luwu, 35 types of Maros, 13 types of Palopo City, 24 species of Pangkajene and Kepulauan, 36 types of Pinrang, 36 types of Sidenreng Rappang 50 types, Sinjai 21 types, Soppeng 43 types, Takalar 20 types, Wajo 34 types, Pare-pare City 11.

From the data collected based on the analysis that has been done, the number of traditional foods collected is complete with pictures (photos), recipes, how to process and serve both at traditional ceremonies and sales, the potential as a culinary tour is 741 types of traditional food. The potential research results are developed for tourism. There are about 600 types of culinary data because there are those with the same name even though the processing and presentation are different. The data obtained is presented in a summary based on ethnicity and domicile district. [19].

Data collected from 24 districts for four ethnicities in South Sulawesi is 741 types of traditional food. Almost all of them are served at traditional ceremonies in South Sulawesi, but not all of them are served for culinary tours. Approximately 500-600 of these types of food have been served on culinary tours but have not been maximized. Therefore, it is still necessary to increase the development for its application so that it becomes a special attraction for tourists. This type of traditional food will be recorded as a Traditional Food Book for the Four Ethnic Groups in South Sulawesi which is already in draft form. Furthermore, an article was made from the results of the research that was presented in the seminar of the UNM Research Institute. Furthermore, a Research Report has been made with the data that has been collected in full. Also Foster who will be presented at the final seminar on the results of the 2020 PNB research.

From the results of this study, a traditional Food textbook has been designed which will be useful for regional food courses. The results of this research will be used as materials for community empowerment training to develop culinary entrepreneurs in advanced applied research next year. Its application will be developed for culinary tourism in the second year (2021). Materials or textbooks for regional food in PKK and PKK student entrepreneurship learning are still in draft form and will be further developed in the second year (2021). It also produces research reports, textbook designs, articles that have been disseminated and will be published in international journals. The conclusion is that all traditional food products that have been obtained or recorded are not all collected because at least 20 types of traditional food are required from one place, although there are more, but what has been recorded is traditional food that has long been processed and served both at traditional ceremonies customs or those that have been developed into culinary tours in each region in each district according to the ethnic location in question.

Therefore, data collection will continue in the second year of research (2021) and it is possible that the number of traditional foods for each ethnicity will still increase. Carrying out research can be done well thanks to the support of the research team organization starting from the preparation, implementation, data collection which is directly involved as a partner to help collect data and other activities properly. Prepare a meeting place / building, FGD, recording / data collection. Prepare communication facilities and infrastructure, prepare data and documents needed, prepare information technology and facilities needed for online and face-to-face, play an active role during the research, prepare certificates, photos, pictures, recipes, for completeness of research data, participate actively during the research. There were various obstacles during the research implementation, especially the issue of very limited costs and very difficult accountability. The time provided is sometimes not matched with the partner's available time. Additional output costs are often not given / replaced. Articles in old journals in the publishing process. Likewise, the processing of IPR is a very long process. The decline in funds was late, thus affecting the delay in conducting research. It has something to do with covid-19 which also slows down research activities. The main obstacle during the research was the impact of Covid 19 which prevented all activities so that this research was started late and some had to be carried out online because of the PSBB. This situation prevents researchers from collecting data so that it has a serious effect on all activities and sectors of life. Hopefully Covid 19 will recover quickly, research activities can be carried out well and the results can be achieved as well as possible.

CONCLUSION

From the results of the evaluation of the research program it was found that:

1. Types of traditional food in South Sulawesi vary widely according to ethnicity, area of origin, and purpose of use for traditional ceremonies and areas of origin, namely 741 types (70 Makassar ethnic species, 33 types of Enrekang ethnicity, 78 types of Toraja ethnicity and 560 types of Bugis ethnicity. 20 Regencies), in total 741 types of cuisine from 24 Regencies / Cities.
2. Of the 741 types of traditional food, initially all of them were used for traditional traditional ceremonies of four ethnicities but now it has shifted and has changed so that not all of them are used anymore and some of them are rarely used.
3. Development and application of traditional food in culinary tourism, maybe 500-600 of which often exist but not maximally because not all of them are in demand by tourists because their processing and presentation are not attractive and do not suit tourists' interests. Therefore, it needs development, repair and re-engineering to attract tourists according to the interests and tastes.
4. Development and Application of the Entrepreneurship Model based on local and socio-cultural resources from traditional food for traditional ceremonies and culinary tours must be reorganized to suit the current situation and conditions so as not to be outdated, give a touch of technology to improve products, improve

quality, save time and effort, and improve product quality so that it is in demand and according to current situations and conditions

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