

Appendix

A. Observation sheet

This observation is semi-structured, namely guided observation with several predetermined focuses and other findings. Observations were carried out on the perpetrators business culinary delights at Mampie Beach to find out the profile of students' scientific literacy abilities . The observation sheet is as follows:

Observation sheet Utilization Culinary Local

Date and time :

Business Name :

No	Focus	Description of Observation Results
1	Identifying Potential As Attractions <ul style="list-style-type: none">Identify possible potential used as material culinaryRecognize development steps material culinary	
2	Institutional in management business culinary <ul style="list-style-type: none">Availability organization village (Pokdarwis , Bumdes , PKK)Roles and Responsibilities of each actor	
3	Promotion and Brand <ul style="list-style-type: none">Brand diversificationBrand	
4	Marketing Constraints	
5	Another finding	

B. interview guidelines

This interview is semi-structured, namely a guided interview with several predetermined focus questions. This interview was conducted with informants to find out the profile of the community's abilities or community in manage potency culinary local . The interview guidelines are as follows:

Interview Guide Profile Ability of society or community in managing local culinary potential

Date and time :
Location :
Informant :

1. Identifying Potential as Attractions Tour

- a. Based on your experience , what? existing culinary delights has give impact economy ?
- b. What is your experience based on ? culinary You manage it give contribution to income House Ladder ?
- c. village fathers/mothers Mampie become objective tour For look for your culinary delights manage ?

2. Explain institutions in managing culinary businesses ?

- a. Name and Explain Institutions in managing culinary businesses in villages This ?
- b. What role You in humidity the ?
- c. How the role of the Institution in finish problems in the village in operational business culinary ?

3. Promotion and Brand

- a. What promotional strategies have you implemented to increase visibility and attractiveness for your culinary business?
- b. How do you determine the most effective social media platform for promoting your culinary products or services?
- c. What type of content is most successful in capturing the attention of your potential customers on social media or other online platforms?
- d. How do you measure the success of your promotional campaign in increasing sales or customer interest?
- e. How do you differentiate yourself from competitors in the culinary industry through your branding strategy?
- f. What key elements of your brand identity do you believe have a positive impact on the customer experience?

- g. How do you ensure your brand consistency in all aspects of your business, from products to customer service?
 - h. Do you have partnerships or collaborations with other brands in your branding and promotional efforts? If yes, how does this partnership impact your business?
 - i. How do you overcome the challenges of building brand awareness amidst fierce competition in the culinary market?
 - j. Do you have a specific experience or story about a promotional strategy or branding effort that was successful in increasing customer loyalty or expanding the reach of your business?
4. *Obstacles in managing a culinary business Local in the Village Mampie Post Pandemic*
- a. *What are the obstacles to managing a culinary business ? Local in the Village Mampie Post Pandemic*
 - b. What is being done to overcome these obstacles?