

Implementation of Local Wisdom Values as a Managerial Approach in Strengthening Public Health Programs

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ABSTRACT

Strengthening community health programs requires managerial approaches that are not only technically effective but also culturally and socially contextualized. This study aims to analyze the implementation of local wisdom values as a managerial approach in strengthening community health programs and its implications for health behavior, social participation, and program sustainability. The study employs a qualitative approach with a multiple case study design through in-depth interviews, participant observation, and document analysis involving health stakeholders and local communities. Data were analyzed using thematic analysis to identify patterns of implementation, challenges, and impacts of integrating local wisdom. The findings reveal that local wisdom enhances policy legitimacy, strengthens community trust, promotes sustainable healthy behaviors, and increases community participation and program sustainability. However, its implementation continues to face institutional constraints, limited managerial capacity, and policy misalignment. This study underscores that integrating local wisdom constitutes a strategic foundation for building adaptive, equitable, and sustainable community health systems.

Keywords: Community Health, Governance, Local Wisdom, Public Management, Social Participation

INTRODUCTION

Strengthening public health programs in the current global context faces increasingly complex challenges as a result of demographic changes, epidemiological transitions, and increasing inequalities in access to health services in various regions. The dominant health management model is still based on a top-down technocratic approach and is oriented towards administrative efficiency, but often fails to adequately respond to the social and cultural realities of the target community. In many cases, health interventions designed without considering local value systems experience limited acceptance, low community participation, and weak program sustainability. This condition encourages the need for alternative managerial approaches that

are more contextual, adaptive, and rooted in the socio-cultural forces of the community itself, where the integration of local wisdom values is one of the strategies that is gaining increasing attention (Look et al., 2023; Pancharoen et al., 2025).

Globally, various studies show that the success of health programs cannot be separated from the extent to which the interventions are in line with the values, norms, and social practices of the community. Meigs et al. (2024) emphasize the importance of transforming public health learning systems that place authentic collaboration with community-based organizations as the main foundation for strengthening health programs. These findings reinforce the view that managerial approaches in public health should be oriented towards building social relations based on trust and participation, rather than solely on administrative compliance with policy procedures (Susanto et al., 2022; Vali & Azeem, 2025).

In the Indonesian context, the urgency of integrating local wisdom is increasingly evident considering the characteristics of a society that is multicultural, geographically heterogeneous, and has a rich heritage of traditional knowledge in health and environmental management. Various local practices related to the use of medicinal plants, environmental management, and social systems based on mutual cooperation have long contributed to the health resilience of communities. Research by Marlina et al. (2020) shows that the application of local wisdom in families of hypertensive patients not only improves quality of life, but also serves as an early prevention strategy against stroke risk. Ardhaningrum et al. (2025) reinforce these findings by showing that environmental management based on local wisdom is able to reduce public health complaints through behavioral change and increased ecological awareness.

Local wisdom can be understood not only as a cultural heritage, but also as a collective knowledge system that develops through people's historical experiences in interacting with their natural and social environment. Beebe (2022) asserts that traditional knowledge plays a central role in sustaining community well-being, especially in areas with limited access to formal health services. From a managerial perspective, local wisdom serves as social and cultural capital that strengthens the legitimacy of health programs, increases public trust in service institutions, and encourages active community involvement in every stage of program planning and implementation (Pancharoen et al., 2025; Susanto et al., 2022).

The managerial approach based on local wisdom also has strong relevance to the New Public Governance paradigm which emphasizes cross-actor collaboration, public participation, and decentralization of decision-making. Iman et al. (2025) show that the integration of the principles of New Public Governance with the value of local wisdom in public services at the sub-district

level is able to increase service effectiveness, strengthen accountability, and build public trust in government institutions. This confirms that strengthening public health programs can no longer rely solely on formal bureaucratic structures, but requires a managerial mechanism that is flexible and responsive to the socio-cultural dynamics of the community.

Furthermore, local wisdom has strategic implications in the formation of healthy living behaviors and disease prevention. Suwono (2024) found that community behavior based on traditional ecological knowledge contributes significantly to disease prevention and improvement of environmental health. Mareta et al. (2025) show that public education about the benefits of traditional spices not only increases health literacy, but also encourages changes in consumption patterns towards a healthier lifestyle. These findings indicate that local wisdom can serve as an effective managerial instrument in changing public health behaviors in a sustainable manner.

However, although the benefits of local wisdom have been widely recognized, its implementation in the public health program management system still faces various structural and conceptual challenges. Most health programs still operate within a framework that places the community as the object of intervention, rather than as the main subject of health development. This causes local wisdom to often only be used as a symbolic complement without substantive integration in the decision-making and program planning process. Pancharoen et al. (2025) show that participatory knowledge management based on local wisdom can increase community capacity, but the institutional mechanisms to integrate such approaches in public health governance are still very limited.

In addition, there is a gap between national health policy and social realities at the community level. Health programs designed at the central level are often not fully compatible with local conditions, creating a mismatch between policy objectives and field practice. Kapisa et al. (2025) emphasized that village innovation based on local wisdom shows great potential in answering health development challenges at the community level, but has not been fully accommodated in the national policy framework systematically.

Although various studies have confirmed the benefits of local wisdom in the context of health, there are still a number of conceptual and empirical limitations that form a significant research gap. First, most studies focus on the implementive aspects of local wisdom without examining how these values are systematically institutionalized in the managerial approach of public health programs (Marlina et al., 2020; Ardhianingrum et al., 2025). Second, studies such as Pancharoen et al. (2025) and Meigs et al. (2024) emphasize the importance of community participation, but have not explicitly outlined the managerial mechanisms that bridge local wisdom with the governance of health programs. Third, cross-cultural studies that link local wisdom with the

strengthening of public health programs in developing countries are still limited, especially in the context of Indonesia, which has very high social and geographical diversity (Kapisa et al., 2025; Susanto et al., 2022).

In response to this gap, this study offers novelty in the form of developing an integrative conceptual framework regarding the implementation of local wisdom values as a managerial approach in strengthening public health programs. This research not only examines the practical benefits of local wisdom, but also examines how these values can be institutionalized in the health program management system in a sustainable manner. The purpose of this study is to comprehensively analyze the role of local wisdom values as a managerial approach in increasing the effectiveness, sustainability, and legitimacy of public health programs.

METHOD

This study uses a qualitative approach with multiple case study designs to comprehensively understand how the value of local wisdom is implemented as a managerial approach in strengthening public health programs. This approach was chosen because the phenomenon studied is contextual, complex, and inherent in the socio-cultural dynamics of the community, so it cannot be reduced to a purely quantitative measurement. Case studies allow researchers to explore the planning, decision-making, and implementation practices of health programs rooted in local values in depth in the real-life context of communities (Look et al., 2023; Pancharoen et al., 2025). The focus of the analysis is directed at how key actors in health programs interpret, translate, and integrate the value of local wisdom into managerial structures, coordination mechanisms, and strategies to strengthen community participation.

The research data sources include key stakeholders in public health programs, consisting of local government officials, health service managers, indigenous and community leaders, health cadres, and representatives of community members who are directly involved in program planning and implementation. Participant selection was carried out through purposive sampling techniques by considering role variations, levels of involvement, and social and cultural backgrounds. Data collection was carried out through semi-structured in-depth interviews, participatory observation, and document analysis in the form of local policies, program reports, and archives of public health activities. This combination of techniques allows data triangulation to obtain a holistic picture of managerial dynamics based on local wisdom and interactions between actors, cultural values, and institutional structures (Iman et al., 2025; Meigs et al., 2024).

Data analysis was carried out using thematic analysis through systematic stages that included data familiarization, open coding, conceptual category grouping, and the development of main themes that represent implementation

patterns, challenges, and impacts of integrating local wisdom values in strengthening public health programs. The analysis process is carried out iteratively and reflectively by involving discussions between researchers to minimize interpretation bias. The validity of findings is maintained through triangulation of sources, member checking with informants, and trail audits to ensure the credibility, dependability, and confirmability of research results. All research procedures are carried out by considering the ethical principles of social research, including participant consent, data confidentiality, and sensitivity to community cultural values and norms (Suwono, 2024; Kapisa et al., 2025).

RESULT AND DISCUSSION

The implementation of local wisdom values as a managerial approach in strengthening public health programs reflects a fundamental transformation in the health sector management paradigm, from a bureaucratic-technocratic model to a community-based approach that prioritizes cultural sensitivity, social participation, and contextual adaptation. This approach departs from the awareness that public health is not solely a medical problem, but is the result of a complex interaction between social, cultural, environmental, and institutional factors. Therefore, health management systems that ignore local values risk resulting in irrelevant, poorly accepted policies, and difficult to sustain in the long term (Look et al., 2023; Pancharoen et al., 2025).

In a managerial framework, local wisdom functions as social and cultural capital that strengthens the legitimacy of health policies. When local values, norms, and practices are integrated into the planning and decision-making process, health programs gain higher public trust, thereby increasing the effectiveness of implementation. Pancharoen et al. (2025) show that participatory knowledge management based on local wisdom in the Thailand-Cambodia border region is able to strengthen community capacity, increase a sense of ownership of development programs, and expand the sustainability of community-based health interventions.

Local wisdom also acts as a connecting instrument between formal institutional structures and social practices of the community. In many contexts, centrally formulated health policies are often not in line with local value systems, creating a gap between health institutions and communities. The integration of local wisdom allows for a mediation process between formal regulations and social realities, so that health policies can be translated into practices that are more in line with people's daily lives (Susanto et al., 2022; Vali & Azeem, 2025).

This approach is in line with the New Public Governance paradigm which emphasizes cross-actor collaboration, institutional networks, and community empowerment as the core of public service management. Iman et al. (2025)

show that the integration of local wisdom values in public service governance at the sub-district level not only improves the quality of services, but also strengthens the relationship of trust between the government and the community. In the context of health programs, this approach creates a management system that is more responsive, adaptive, and oriented to the real needs of the target community.

Furthermore, local wisdom serves as a normative foundation in the formation of the culture of healthcare organizations. Albar et al. (2025) found that the management of science and environmental education based on local wisdom in the Bunggu indigenous community is able to form a more collaborative collective work pattern, increase the effectiveness of inter-stakeholder communication, and strengthen the organization's commitment to public health goals. This shows that local wisdom not only influences external policies, but also shapes the internal value of the organization in carrying out its managerial functions.

In the context of public health, local wisdom also plays an important role in health communication and education strategies. Health programs that use symbols, language, and practices that are familiar to local culture have proven to be more receptive and internalized by the community. Mareta et al. (2025) show that education about the benefits of traditional spices in Bogor Regency has succeeded in increasing health literacy while encouraging changes in consumption behavior towards a healthier lifestyle. This approach shows that local wisdom functions as an effective managerial communication medium in influencing public health attitudes and behaviors.

Overall, the implementation of local wisdom as a managerial approach in public health programs forms a more contextual, participatory, and sustainable management system. The integration of local values strengthens policy legitimacy, increases public trust, expands social participation, and encourages more adaptive health behavior change. Thus, local wisdom not only serves as a complement to health policies, but as a strategic foundation in building a resilient public health management system oriented towards the long-term well-being of the community (Look et al., 2023; Pancharoen et al., 2025).

The implementation of local wisdom values as a managerial approach in public health programs has far-reaching implications for the formation of health behaviors, social participation rates, and the sustainability of health interventions at the community level. When health policies are designed in harmony with local social value systems and practices, people no longer view health programs as external instructions from formal institutions, but rather as part of their collective identities and social needs. This condition encourages the emergence of a sense of belonging to the program, which plays an important role in shaping the community's long-term commitment to healthy living practices (Suwono, 2024; Look et al., 2023).

The changes in health behavior produced through this approach are more stable and sustainable than interventions that focus only on the delivery of medical information. Suwono (2024) shows that community behavior based on traditional ecological knowledge contributes significantly to disease prevention and improvement of the quality of environmental health. Local knowledge embedded in daily practice makes it easier to internalize health values because it is in harmony with people's life experiences and thinking frameworks. Thus, behavior change does not occur coercively, but through natural and contextual social learning processes (Marlina et al., 2020; Mareta et al., 2025).

At the family and community level, the integration of local wisdom expands the reach of health promotion to domestic and social spaces that have been undertouched by formal health policies. Marlina et al. (2020) found that the application of local wisdom in families with hypertension improves quality of life and strengthens adherence to a healthy lifestyle as an early stroke prevention strategy. At the community level, Mareta et al. (2025) show that education based on spice traditions is able to increase health literacy while encouraging changes in people's consumption patterns towards a healthier and more sustainable lifestyle.

Increased community participation is also an important consequence of this approach. Meigs et al. (2024) affirm that the transformation of public health learning systems that focus on authentic collaboration with community-based organizations strengthens community involvement in the planning, implementation, and evaluation of health programs. Kapisa et al. (2025) show that village innovation based on local wisdom in Indonesia encourages the formation of new social networks that strengthen community solidarity and accelerate the diffusion of healthy living practices at the local level.

In the context of environmental health, the impact of the local wisdom approach is also visible. Ardhianingrum et al. (2025) show that waste management based on local wisdom reduces public health complaints through changes in collective behavior in maintaining environmental cleanliness and sustainability. Albar et al. (2025) emphasized that strengthening ecological awareness based on local values helps improve environmental quality which directly contributes to improving the degree of public health. The findings are summarized in Table 1 which illustrates the relationship between the managerial approach based on local wisdom and community health and social outputs.

Table 1. Impact of Local Wisdom-Based Management on Community Health Programs

Domain	Management Implications	Community Outcomes	Key References
Trust and Legitimacy	Strengthening program acceptance and policy compliance	Higher community engagement and sustained participation	Pancharoen et al., 2025; Iman et al., 2025
Health Behavior	Integration of traditional knowledge into health education	Improved lifestyle patterns and disease prevention	Marlina et al., 2020; Suwono, 2024
Social Participation	Collaborative governance and local leadership involvement	Increased community ownership and program sustainability	Meigs et al., 2024; Kapisa et al., 2025
Environmental Health	Local ecological knowledge in environmental management	Reduction in health complaints and improved living conditions	Ardhianingrum et al., 2025; Albar et al., 2025

Analysis of Table 1 shows that the implementation of local wisdom as a managerial approach produces a multidimensional impact that reinforces each other between institutional dimensions and community behavior. In the dimensions of trust and legitimacy, public acceptance of health programs increases because policies are perceived to be aligned with local values and identities, thereby encouraging more consistent and sustainable engagement (Pancharoen et al., 2025; Iman et al., 2025). In the dimension of health behavior, the integration of traditional knowledge in health education has been proven to be effective in shaping healthy lifestyles and preventing diseases in a sustainable manner (Marlina et al., 2020; Suwono, 2024).

Furthermore, strengthening social participation through collaborative governance and local leadership engagement expands the sense of community ownership of health programs, which in turn improves the sustainability of interventions and the effectiveness of local resource utilization (Meigs et al., 2024; Kapisa et al., 2025). The positive impact on environmental health shows that local wisdom not only influences aspects of individual behavior, but also forms structural conditions that support the well-being of the community as a whole (Ardhianingrum et al., 2025; Albar et al., 2025).

Although the implementation of local wisdom values as a managerial approach has shown significant effectiveness in strengthening public health programs, the practice of its application in the field faces a variety of structural,

institutional, and sociocultural challenges. One of the main challenges lies in the insynchronization between health policies formulated at the national level and the specific needs and characteristics of local communities. Uniform and procedurally oriented health programs often do not provide adequate space for the integration of local values into decision-making mechanisms, so local wisdom is only used symbolically without substantive changes in program governance (Susanto et al., 2022; Pancharoen et al., 2025).

Institutional challenges also arise in the form of limited capacity of health apparatus and program managers in understanding and operationalizing the values of local wisdom in a systematic manner. Many health practitioners still depart from a biomedical paradigm that places the socio-cultural dimension as a secondary factor, making it difficult to design interventions that are sensitive to the community context. Look et al. (2023) show that culturally responsive health promotion requires cross-disciplinary competencies that include anthropological, sociological, and contextual communication skills, which have not been fully integrated in health worker training until now.

In addition, the dynamics of power in the community also affect the success of the integration of local wisdom. Not all traditional values and practices are inclusive or in line with modern health principles. In some cases, hierarchical social structures and specific cultural practices reinforce inequalities in access to health services, especially for women, children, and vulnerable groups. Therefore, a critical selection process is needed for local practices to be adopted in health programs, so that integrated values truly support the principles of social justice and inclusive public health (Vali & Azeem, 2025; Beebe, 2022).

The policy implications of these findings demand a paradigm transformation of public health governance towards a more decentralized, collaborative, and community-based approach. The integration of local wisdom needs to be formally institutionalized through regulations, operational guidelines, and participatory planning mechanisms that provide space for communities to be involved in decision-making. Meigs et al. (2024) affirm that the transformation of the public health system can only be achieved through authentic collaboration between governments, communities, and civil society organizations in building shared capacity and creating adaptive and sustainable health learning systems.

Furthermore, health policies based on local wisdom need to be supported by a financing and resource allocation system that is flexible and responsive to local needs. Kapisa et al. (2025) show that village innovation based on local wisdom has great potential in strengthening community health resilience, but is often hampered by limited budget support and rigid funding mechanisms. Reforming the health financing system that makes room for local initiatives is an important prerequisite in ensuring the sustainability of this approach.

In the long term, strengthening health programs based on local wisdom has the potential to strengthen the resilience of the national health system through the creation of interventions that are more adaptive, sustainable, and rooted in the real needs of the community. This approach not only improves health indicators, but also strengthens social cohesion, community independence, and the legitimacy of public health institutions. Thus, local wisdom does not only function as a cultural resource, but also as a strategic foundation in the development of a just and sustainable health system (Iman et al., 2025; Kapisa et al., 2025).

CONCLUSION

This article emphasizes that the implementation of local wisdom values as a managerial approach has a fundamental role in strengthening public health programs. The integration of local values into health program planning, decision-making, and implementation systems not only increases policy legitimacy and public trust, but also encourages broader social participation and forms sustainable healthy living behaviors. Local wisdom serves as social and cultural capital that strengthens the managerial effectiveness of health programs by adapting interventions to the social, cultural, and environmental contexts of the target community.

Theoretically, this study broadens the perspective on the relationship between public management, local culture, and public health by placing local wisdom as a strategic element in adaptive and contextual health governance. This approach shows that the success of health programs cannot be separated from the social processes that shape the meaning, belief, and commitment of the community to health interventions. Practically, the findings of this study emphasize the urgency of shifting the health policy paradigm towards a more decentralized, participatory, and sensitive model to local cultural dynamics, accompanied by strengthening the capacity of health apparatus in managing local wisdom values systematically and sustainably.

In the future, strengthening public health programs based on local wisdom is expected not only to improve health indicators, but also to strengthen community social resilience, independence in health risk management, and the legitimacy of public health institutions. Therefore, further research is recommended to explore the most effective institutional mechanisms and policy models in integrating local wisdom into the national health system, so that health development can take place in a more equitable, inclusive, and sustainable manner.

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