

**MAINTAINING THE ALCOHOLIC BEVERAGE “BALINESE ARAK” IN
HOSPITALITY BUSINESS BE ABLE TO GO-GLOBAL OR NOT?**

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Abstract

Balinese Arak is one of the traditional drinks Balinese artisans produced since the Ancient Hindu kingdom. Among the various products produced, several brands have been recognized internationally. This study aims to analyze the role of stakeholders so that the Balinese Arak alcoholic beverage remains go-global, sustainable and is recognized as a favorite drink in support tourism in Bali. This study is quantitative, with logistic regression analysis using Application Stata 16. The sampling technique was purposive sampling with 170 of respondents. Data biner and numeric were collected from respondents. Dependent variable was X1-Gender, X2-Experience in drink Arak Bali, X3- Government's Regulation, X4-MSME, X5-Trade Bureau, X6-Artisan and X7-Industries. Independent variables of this research are Y-Opportunity of Arak Bali to be Go-global or not? The findings of this study were variable X1-Gender (male), X2-Experience in drink alcohol, X4-MSME governance, and X5-Trade Bureau's involvement significantly contribute to the Go-global of Arak Bali. Three others variable; X3-Government's regulation; X6-Artisan and X7-Industries did not contribute in supporting Arak Bali Go-global. The result model of this research was simultaneously, all these stakeholders contribute actively and positively to maintaining the sustainability of Balinese Arak production. The conclusion of this research provides the positive contribution of stakeholder in supporting Arak Bali Go-global. The implication of this research is a reflection that quality products must be supported by various parties to maintain their sustainability and go-global.

Keywords: Roles, Stakeholder, Go-global, Arak Bali, Hospitality

Introduction

Balinese Arak, a traditional beverage with a history spanning thousands of years, is one of the alcoholic products passed down through generations by the ancient Balinese people. The abundance of raw materials for Arak in Bali has ensured the continued production of Balinese Arak with high quality. Ingredients such as coconut sap, lontar sap, and sugar palm tree sap are readily available in almost all districts of Bali. Individuals who own coconut, sugar palm tree, and lontar plantations often engage in the craft of producing Arak. According to (Sumerta, 2025)], referencing data from the World Spirits Alliance (WSA), the global alcoholic beverage industry contributes USD 730 billion to the world's Gross Domestic

Product (GDP) and supports the livelihoods of 36 million people. Fermented distillation products of Balinese Arak, as downstream agricultural outputs, possess significant potential to enter the global market. Bali, being a favorite tourist destination worldwide, requires a diverse array of quality alcoholic beverages to be offered in hotels and restaurants.

The production of Balinese Arak, an alcoholic beverage, involves approximately 2,000 craftsmen in the Karangasem Regency and its surrounding areas. Balinese Arak falls under the Group C Spirit category, with an alcohol content exceeding 30%. As a premier tourist destination, Bali demands substantial quantities of alcoholic beverages, making it a focal point for beverage sales by countries worldwide. The presence of Balinese Arak craftsmen addresses the need for alcoholic beverages in Bali. By increasing production and diversifying the range of Balinese Arak brands to cater to tourists' preferences, craftsmen derive financial benefits.

To maintain the sustainability of the production of this traditional product, the Bali Government issued a Governor Regulation (Peraturan Gubernur No 1 Th 2020, 2020) that governs the management of fermented beverages and/or distillation of local wisdom products such as Balinese Arak. This regulation provides guidance to craftsmen regarding production, marketing, and ensuring high-quality products to guarantee sustainability. The issuance of this Governor Regulation has elicited both support and opposition from the public, religious leaders, and academics. Additional efforts are required from the government to oversee the implementation of this regulation to ensure it benefits the livelihoods of the Arak craftsmen community. Different perspectives are essential in the implementation of this regulation. Various studies (Harris, 2016), (Lestari, 2016), (Serfiyani et al., 2020) have examined regulations concerning the consumption of alcoholic beverages, law enforcement, and legal protection for alcoholic beverages. From a cultural perspective, the consumption of alcoholic beverages has been a part of Indonesian society since ancient times. The Anthropology Department at the University of Indonesia (Menot, 2025) stated that Balinese Arak has been known to the ancestors of the Balinese people for thousands of years.

The primary objective of issuing the gubernatorial regulation on the management of fermented and/or distilled beverages is to protect, maintain the sustainability of production, and facilitate the distribution of Balinese Arak to foreign markets. This regulation aims to ensure that alcoholic beverages are distributed and consumed responsibly. To achieve this goal, the government has assigned related divisions, including the Cooperatives and UMKM Service, Bali Tourism Board, Arak Craftsmen Association, Hotel and Restaurant Association, and academics, to contribute to the process.

Among all stakeholders involved, this study focuses on the roles of five key stakeholders: government entities, industry representatives, distribution agents, cooperatives, and craftsmen. The purpose of this study is to analyze the roles and contributions of all Balinese Arak stakeholders in penetrating the global market to ensure sustainability.

Literature Review and Theoretical Framework

Various studies have been conducted on the role of stakeholders in maintaining the sustainability of Micro, Small, and Medium Enterprises (MSMEs). Research by (Zhang et al., 2022) on Corporate Social Responsibility (CSR) oriented towards stakeholders presents findings that diverge from certain literature on MSME governance. Stakeholder-oriented governance has been found to negatively impact short-term operational profitability and expansion over a specific period. Meanwhile, studies by (Priego et al., 2020; Priego et al., 2013) are revealed that the role of key stakeholders statistically significantly affects the likelihood of failure of primary businesses, particularly in the co

ntext of financial crises. Additionally, research by (Hermundsdottir & Aspelund, 2021) examines the issue from a sustainability perspective, concluding that most researchers observe a positive relationship between sustainability innovation and corporate competitiveness.

The operations of Balinese Arak involve several key stakeholders who play a significant role in the governance encompassing both production and marketing processes. (Hartarto, 2021) elucidates that the principles of implementing Good Corporate Governance (GCG) and Good Public Governance (GPG) are founded on five core principles: transparency, accountability, responsibility, independence, and fairness.

As a product of local wisdom targeting the international market, Balinese Arak must adhere to specific criteria that are internationally standardized. Some of the challenges faced by SMEs in going global, according to (Al-Mubarak & Alyafie, 2016), include a lack of technology and information, cultural and social differences, regulatory and legal environments, and international product marketing. Entering a multinational standard company necessitates a complex multinational marketing concept. In their study, (Nakata & Sivakumar, 2001) emphasize that national cultural values play a critical role in institutionalizing the marketing concept within a multinational environment. This cultural values shape interpretation and either facilitate or hinder the adoption and implementation of marketing strategies.

From an innovation perspective, (Aksoy, 2017), (Moultrie & Clarkson, 2005) explain that innovation culture, marketing innovation, and product design innovation and audits significantly influence the market performance of small and medium enterprises (SMEs). As local wisdom products, Balinese Arak requires substantial government support to achieve international standards. The stipulation of Governor Regulation No. 1 of 2020 (Peraturan Gubernur No 1 Th 2020, 2020) concerning the governance of Balinese Arak distilled alcoholic beverages is an effort to facilitate the distribution of these products to foreign markets. Consistent with research by (Sidik & Anik, 2021), government policy is identified as a crucial instrument in supporting the development of SMEs through product and process innovation. Further (Prabasari, 2024) elucidates that SMEs are actively involved in ensuring sustainable business practices through community support, workforce engagement, and competency certification efforts.

Book of (Lint et al., 1984), in their book titled "Alcohol and Public Policy: Beyond the Shadow of Prohibition," comprehensively explain the governance of alcoholic beverages, covering various aspects. Among these aspects, they examine the concepts of issues and policies surrounding alcoholic beverages, supply chains, drinking regulations, and efforts to mitigate environmental risks. From an

ideological and religious perspective, the prohibition of alcoholic beverages has been meticulously regulated (Krisdwianto, 2023; Roestamy & Ibnu, 2022). To penetrate international markets, product innovation is essential in terms of quality and design to meet international standards (Gumulya et al., 2023).

The involvement of MSMEs and local industry and trade bureaus is instrumental in providing direction to craftsmen in the production process. Approximately 2,000 craftsmen produce Balinese Arak across Karangasem Regency (Santika, 2024), a region renowned for yielding sap from coconuts, palms, and lontar, all of which are well-suited for processing into Arak. Additionally, products such as Salak fruit from this area are highly suitable for producing Salak Wine. The community's active participation in production and innovation significantly supports the government's efforts to supply branded alcoholic beverages for the tourism industry (Sutapa et al., 2022). When these requirements and criteria are met, local wisdom products will more readily penetrate the global market.

Research Method

This research employs a quantitative approach to examine the influence of independent variables—X1 (Gender), X2 (Drink Experience), X3 (Government Regulation), X4 (MSME), X5 (Trade Bureau), X6 (Artisan), and X7 (Industries) on the dependent variable Y (Go Global) concerning alcoholic beverages, specifically the local wisdom products of Arak Bali. The respondent of this research was 170 persons, they are the artisan, tourism actors, government officials, academics, cooperative staff and social media player. The dependent variable is a qualitative binary measure, assessing whether Arak Bali products can penetrate the international market and go global. The relationships among these variables are analyzed using the Logistic Regression technique with the SPSS 2.2 application. Logistic Regression Analysis is utilized because the measurement scale of the independent variables is dichotomous/binary, indicating whether the products go global or not. The first two independent variables, X1 and X2, along with the dependent variable Y, possess a binary measurement scale. Conversely, the governance variables managed by stakeholders (X3, X4, X5, X6, and X7) are measured using numeric with a Likert Scale. The variable indicators encompass governance indicators (GCG) based on five principles: transparency, accountability, responsibility, independence, and fairness. Further statistical tests conducted include multicollinearity tests, goodness-of-fit tests, partial logistic regression tests, interpretations, and model suitability tests.

In logistic regression, data types can be classified as binary or numeric variables. The description of the variables in this Balinese Arak study can be explained in Table 1 below.

Table 1. Variables and Type of Data

Name of Variable	Type of Data
X1 = Gender	Biner (Male or Female)
X2 = Ever Drink	Binner (Drink or Never Drink)
X3 = Regulation	Numeric
X4 = MSME	Numeric
X5 = Trade Bureau	Numeric
X6 = Artisan	Numeric
X7 = Industry	Numeric
Y = Go-Global	Biner (Go-Global or Not)

Sources: Karta (2025)

Results and Discussion

The respondents of this study comprised 170 individuals, selected using the purposive sampling method. The sample included employees from industrial and cooperative services, craftsmen, Arak factory employees, tourism practitioners, and academics. The respondents were of both genders male and female and included individuals who had consumed Arak Bali as well as those who had never consumed Arak Bali.

Respondent Characteristics

The data presented in Table 2 illustrates the characteristics of respondents based on gender, age, experience with drinking Balinese Arak, and their opinions regarding the opportunities for Balinese Arak to enter the international market or achieve Go-Global status.

Table 2. Respondent Characteristics and Knowledge of Balinese Arak

Age of Responden	Total & %	Ever Drink Arak & %	Didn't Ever Drink Arak & %	Go-Global Opportunity	Impossible Go-Global
Male	101 (59%)	84	16	79	22
17-35	20	17	3	17	3
36-56	76	63	12	58	18
>56	5	4	1	4	1
Female	69 (41%)	22	46	53	16
17-35	18	5	13	12	6
36-56	48	17	30	38	10
>56	3	0	3	3	0
Grand Total	170 (100%)	106 (62%)	64 (38%)	132 (77.6%)	38 (22.4%)

Sources: Karta (2024)

Based on the data in Table 1, categorized by age group and knowledge of Balinese Arak, it appears that the respondents comprised 101 males (59%) and 69 females (41%) across three age range categories. Only 38% of respondents reported that they had never consumed Balinese Arak, while the remaining 62% had.

Additionally, based on educational background and profession, 77.6% of respondents assessed that Balinese Arak possesses significant potential to go global.

Multicollinearities Testing

In the multicollinearity test, the relationship between variables and other variables must not exceed a threshold of 0.90. In this dataset, no multicollinearity was detected, allowing for further processing. The subsequent test conducted was the outlier level test, which identified three outliers out of the total 170 respondent data. Consequently, the logistic regression analysis was continued using the remaining 167 data points.

Goodness of Fit Model Testing

The model feasibility test evaluates how well the logistic regression model fits the data used. In this study, the determination of whether the hypothesis is accepted or not is based on the significance (Sig) value at an α level of (5-10) %. Subsequently, Hosmer and Lemeshow's Goodness of Fit Test is conducted, measured by the Chi Square value, as illustrated in Table 3 below.

Table 3. Hosmer-Lemeshow

number of observations =	167
number of groups =	10
Hosmer-Lemeshow chi2(8) =	4.38
Prob > chi2 =	0.8212

Source: Karta (2025)

The results of the Hosmer-Lemeshow test indicate a Chi-Square Probability (0.8212 > 0.1), thereby accepting H0. This suggests that the proposed model fits the data, implying that there is at least one independent variable that influences the likelihood of the Balinese Arak alcoholic beverage to go global.

Partial Logistic Regression Testing

Based on the results of data analysis in Table 4, at a significance level of $\alpha = 10\%$, four variables were found to significantly influence the opportunity for Balinese Arak to achieve Go-Global status.

Tabel 4. Logistic Regression Result

GO-GLOBAL	Odds Ratio	Std. Err.	z	P>z	[95% Conf.	Interval]	Remarks
GENDER	0,226445	0,198155	-1,7	0,090	0,0407477	1,258412	Significant
EVER-DRINK	4,576376	3,703699	1,88	0,060	0,9367793	22,35662	Significant
REGULATION	1,051315	0,1270871	0,41	0,679	0,8295383	1,332384	Not-significant
MSME TRADE	0,7769305	0,119741	-1,64	0,101	0,5743736	1,05092	Significant
BUREAU	1,316007	0,2166129	1,67	0,095	0,9531287	1,817041	Significant
ARTISAN	0,958858	0,1071903	-0,38	0,707	0,7701918	1,19374	Not-significant
INDUSTRY	1,117488	0,1534581	0,81	0,419	0,8537928	1,462627	Not-significant
CONSTANTA	1,261022	1,684501	0,17	0,862	0,0919749	17,28926	Significant

Sources: Karta (2025)

The significance of partial testing, as indicated by the z statistic and P-value <0.1, demonstrates a significant effect. The interpretation of logistic regression is assessed through the Odd Ratio. Odd Ratio values above 1 suggest a logistic regression coefficient in a positive direction, whereas values below 1 indicate a negative direction.

Based on the table above, the interpretation of the logistic regression results is explained as follows:

- a. Significant variables with prob < 0.1 are Gender (X1), Ever Drink (X2), MSME (X4), and Trade Bureau (X5).
- b. The Gender variable has a prob value of 0.09 (< 0.1, significant), meaning that gender significantly explains the opportunity for Balinese Arak to Go-Global. With coding 1 = male, an Odd Ratio value of 0.226 indicates that male respondents believe Balinese Arak is capable of going global 0.22 times more than female respondents.
- c. The Ever-Drink variable has a prob value of 0.06 (< 0.1, significant) and an Odd Ratio of 4.576, indicating that respondents who have experienced drinking Balinese Arak believe it has the potential to go global 4.57 times more than those who have never drunk Balinese Arak.
- d. The MSME variable, which consists of UMKM Cooperatives and Village-Owned Enterprises, has a prob value of 0.101 (≤ 0.1 , significant) and an Odd Ratio of 0.7769, indicating that better governance by BUMDES and Cooperatives can accelerate the Go-Global process of Balinese Arak 0.7769 times.
- e. The Trade Bureau variable has a prob value of 0.095 (≤ 0.1 , significant) and an Odd Ratio of 1.316, indicating that higher support from Trade Bureau governance can push Balinese Arak towards going global 1.315 times.
- f. The Regulation variable is not significant with a prob value of 0.679 (≤ 0.1).
- g. The Artisan variable is not significant with a prob value of 0.707 (≤ 0.1).
- h. The Industry variable is not significant (Sutapa et al., 2022) with a prob value of 0.419 (≤ 0.1).

Goodness of Fit Model Evaluation

Based on the results of data analysis, the calculation of the goodness of fit model evaluation is shown in Table 5.

McFadden's R2	0.103
Count R2	0.928
Sensitivity	100.00%
Positive Predictive Value	92.81%
Correctly Classified	92.81%

Sources: Karta (2025)

Evaluation of the goodness of the model can be seen from the R-Square Pseudo, namely McFadden's R2 (0.103) variation of the status of Balinese Arak potentially Go-global or not, can be translated by independent variables of 10.3%.

Furthermore, the accuracy test of the predicted model variables is shown by the numbers in the ROC Curve classification table with the following explanation:

- a) Based on the results of the accuracy table data, it appears that the overall correctly classified is 92.81%. This means that this model is able to predict the accuracy of the independent variables X1-Gender, X2-Experience of drinking Balinese Arak, X3-Government regulations, X4-Village-owned enterprise and cooperative governance, X5-Trade bureau, X-6 Craftsmen and X7-Industry producing Balinese Arak contributing to variable Y (Go-global Balinese Arak or not) reaching 92.81%.
- b) The accuracy of the model seen from the accuracy of predicting respondents is 155/167, which is 92.81%.
- c) The area under the ROC Curve is 0.7938. Excellent category.

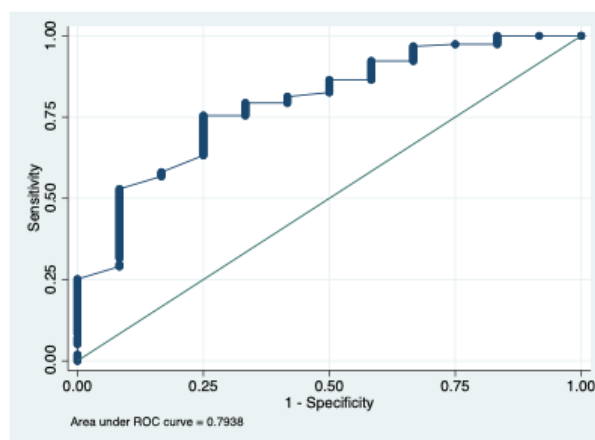


Figure 1. ROC Curve
Sources: Karta (2025)

Conclusion

Based on the results of the logistic regression analysis of the independent variables mentioned above, it is evident that only four variables significantly affect the potential of Arak Bali to go global. The technical discussion as the conclusion of these analysis results is elaborated as follows (1) Male respondents believe that Balinese Arak has a 0.22 times greater potential to go global than female respondents. Since the era of the Balinese Hindu Kingdom, up to the generation preceding the baby boomers, there has been a tradition of consuming one glass of Arak before heading to the rice fields. This practice was considered important for warming the body and enhancing vitality. For this positive purpose, Balinese Arak was regarded as a beneficial supplement for men's health during that period. In this context, drinking Arak is seen as a positive activity that not only supports health but also preserves cultural (Serfiyani et al., 2020); (2) The experience of having consumed Arak significantly strengthens respondents' belief in Balinese Arak's potential to go global, increasing the likelihood by 4.57 times compared to those who have never consumed it. This is attributed to Balinese Arak's competitive quality, alcohol content, and taste, which are comparable to those of imported alcoholic beverages; (3) MSME governance, which includes Cooperative MSMEs and Village-Owned Enterprises that purchase Arak products from the community,

brand, and distribute Arak to various restaurants and hotels, believes that Balinese Arak has the potential to go global. However, this potential is still relatively low, indicated by an Odd Ratio of 0.7769. The role of these MSMEs is essential in ensuring that Balinese Arak meets the necessary criteria standards to enter the international market or go global. These criteria include quality standards, hygiene and sanitation standards, legality standards, and minimizing risks to the environment and society (Lint et al., 1984; Santoso & Istizar, 2020) (Safety & Act, 2021); (4) The support of the Industry and Trade Bureau in Karangasem Regency plays a crucial role in facilitating Balinese Arak's entry into the international market. Respondents indicated that intensive support from the Trade Bureau, combined with improved governance, contributed 1.315 times more to advancing Balinese Arak's Go-global efforts. The bureau's involvement begins with craftsmen harvesting sap and continues through the production of market-ready products. Traditional craftsmen harvest sap in a manner that involves climbing to extreme heights, which poses significant risks to their safety. During the production process, the bureau ensures that the products meet hygiene and sanitation standards. Additionally, the bureau guides craftsmen through specific regulations that provide health and safety licenses for consuming alcoholic beverages. As a government representative, this bureau plays a pivotal role in overseeing the distribution of Arak, including obtaining necessary permits and managing taxes payable to the state (Putra, 2023; Waisnawa, 2022), (Putra, 2023) (Kartika, 2022); (5) Government regulations, as represented by Bali Governor Regulation No. 1 of 2020 concerning alcoholic beverages from the distillation of Balinese Arak, do not significantly influence the opportunities for Balinese Arak to go global. However, the presence of these regulations still provides robust protection for craftsmen, ensuring the sustainability of this local wisdom product. The government's next objective is to establish additional regulations to govern the production and distribution of Balinese Arak as a premier product, comparable to world-class alcoholic beverages; (6) Craftsmen and the industry have an insignificant influence on efforts to bring Balinese Arak to a global market. Craftsmen, primarily from local communities with limited knowledge about the alcoholic beverage business, have struggled to meet the challenge of making Balinese Arak Go-global. These craftsmen require assistance from industry services in production, distribution, and sustainability maintenance. Similarly, industries that produce Arak in large capacities and aim for international markets currently lack the advanced technology necessary for this endeavor (Waisnawa, 2022). Additionally, support from state officials knowledgeable in excise and taxation is essential to ensure that Balinese Arak reaches the appropriate consumers at the correct price. This support would help prevent smuggling, cheap and irresponsible sales, and ensure the preservation of Balinese Arak as a valuable and sustainable intangible cultural heritage product (Priego et al., 2013; Zhang et al., 2022); (7) The model produced in this study can accurately predict the accuracy of the variables in supporting Arak Bali Go-global.

This study provides a comprehensive understanding of the potential for Balinese Arak alcoholic beverages to penetrate the international market or achieve Go-global status. Based on the results of logistic regression analysis, as well as confirmation from key informants and literature reviews, the suggestion are as follows: (1) The contribution of all stakeholders in maintaining the sustainability of Balinese Arak is crucial. Effective collaboration is needed to ensure that this local

wisdom product can enter the international market and remain sustainable; (2) Comprehensive regulations are required to guide Balinese Arak products to the international market without significant obstacles. Such regulations will enable this quality product to be enjoyed by the right consumers at a reasonable price, thereby enhancing the welfare of the artisan community; (3) The quality of Balinese Arak is excellent, but it necessitates support from relevant agencies and bureaus to maintain quality standards and ensure health and hygiene. This assurance greatly aids Balinese Arak in reaching its international market targets, especially among tourists who enjoy visiting Bali. Hotels and restaurants in Bali are prepared to market this product at a fair price; (4) The artisan community and industry currently producing Balinese Arak are not yet sufficiently powerful to place their products in the right market. Their limitations in knowledge, skills, and extensive networking must be addressed with assistance from the government through related bureaus, ensuring reliable legality; and (5) Simultaneous contributions from all stakeholders are believed to be capable of bringing Balinese Arak to the right target market, establishing a good brand, achieving global reach, and maintaining sustainability.

This study only focusses on the production of Arak by the local artisan and several SMSE, need to explored the deep research with more respondents and qualitative approach.

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Conflict of interest

There is no conflict of interest among authors in conducting and publishing this research.

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