

ABSTRACT

Bandrek Hanjuang is a traditional beverage from West Java that combines high- quality local ingredients and traditional methods to produce a product that not only has economic value but also preserves local culture and supports the local economy. This research aims to explore the utilization of local wisdom in enhancing the value of SME products, with a case study on Bandrek Hanjuang. The study employs a qualitative method with a case study approach, collecting data through interviews, observations, and document analysis. The participants in this study consisted of 6 business actors of Bandrek Hanjung. The research focuses on the role of local wisdom in production and marketing, challenges faced, and strategies to expand product distribution and competitiveness. The findings are expected to provide insights into the contribution of local wisdom to SME development and recommendations for business sustainability.

Keywords: *Local Wisdom, SMEs, Cultural Entrepreneurship, Bandrek Hanjuang, Local Products*