

## Analysis of the Local Potential of Kweel Village for Strengthening the Community Economy through Village-Owned Enterprises (BUMK)

Okto Irianto<sup>1</sup>, Henie Poerwandar Asmaningrum<sup>2</sup>, Jarot Budiasto<sup>3</sup>, Adi Maulana Rachman<sup>4</sup>, Parman<sup>5</sup>, DodhyHyronimus Ama Longgy<sup>6</sup>

<sup>1</sup>(Accounting Department, Musamus University, Indonesia)

<sup>2</sup>(Chemistry Education Department, Musamus University, Indonesia)

<sup>3</sup>(Information System Department, Musamus University, Indonesia)

<sup>4,5</sup>(Development Economics Department, Musamus University, Indonesia)

<sup>6</sup>(Management Department, Musamus University, Indonesia)

**ABSTRACT :** This study aims to identify and analyze local potential that can improve the community's economy in Kampung Kweel. Local potentials that are expected to be developed include those from the agricultural sector (rice), plantations (tubers), fisheries (fresh water fish), and trade. This research was conducted for 4 months and will be carried out in Kampung Kweel. The research sample was 22 people. This type of research is descriptive qualitative research. The stages of this study include 1) observation stage, 2) data collection and processing stage, 3) data analysis and evaluation stage. Data analysis techniques using interviews, questionnaires, and documentation. The results showed that the main commodities that could be further developed in Kampung Kweel were bananas, rambutan, coconut, tilapia fish, and snapper. The constraints experienced by the community are the unavailability of transportation and marketing channels for plantation and fishery products. In conclusion, Kampung Kweel has abundant natural potential which can be optimized for the establishment of BUMK.

**Keywords :** *natural potential, economy, Kweel Village*

### I. INTRODUCTION

Equitable development has been outlined in the fourth paragraph of the 1945 Constitution, which states that the function and purpose of the State of Indonesia is to promote general welfare. One of these achievement processes is through development. Development is intended so that there are positive changes that occur in all fields, be it in terms of economic, social, cultural, infrastructure, and other fields. The ultimate goal of development itself is to achieve welfare for the community [1].

The achievement of the expected development implementation cannot be separated from changes in the system of governance in Indonesia. Birth of Law No. 22 of 1999 concerning Regional Government which was later changed to Law no. 32 of 2004 became a reform in the relationship between the central and regional governments and became the forerunner to the birth of regional autonomy in Indonesia, including the existence of fiscal decentralization. The existence of regional autonomy is able to encourage regional enthusiasm to develop its economy.

UU no. 32 of 2004 states that development must pay attention to the potential and diversity of regions, because each region has different social, cultural, even geographical characteristics so that different policies are needed. Thus, economic development policies taken by regional governments are expected to be able to maximize the existing potential in their regions in order to be able to achieve optimal development results.

Based on the results of preliminary observations, Kweel Village is one of Musamus University's target villages which is rich in natural potential in the form of agricultural products, garden products, and river products. However, the benefits of this natural wealth cannot be felt in terms of improving the community's economy. Even until now Kweel Village does not yet have BUMK. If this becomes material for consideration for the regional government so that village independence can be realized.

In order to prepare BUMK in Kampung Kweel, it is necessary to identify local potential and analyze business development that can be managed by BUMK in a sustainable manner. The involvement of academics is very important as a facilitator between village officials and local government.

The success of economic development is seen through its economic growth, where economic growth can be measured using the Gross Regional Domestic Product (GRDP) [2]. Local potentials that are expected to be developed include those from the agricultural sector (rice), plantations (tubers), fisheries (fresh water fish), and trade.

## II. LITERATURE REVIEW

### 2.1. Agricultural economy

Agricultural economics is a blend of economics and agricultural science. Therefore understanding the meaning of agricultural economics needs to be studied in advance in economics and also agricultural science. Economics (economics) comes from the Greek, namely oikos means household and nomos means managing the household. In this case it is not only limited to individual households, but can have a broader meaning. This is because humans apart from being individuals, are also social beings. Thus, in life there is always a relationship between one human being and another human being, one human being with his family members, and one human being with community members, both rural and urban communities and a wider scope [3].

Agricultural Economics is a science that studies and discusses and analyzes agriculture economically or economics applied to agriculture. Agricultural Economics is part of economics that studies phenomena and problems related to agriculture both micro and macro. Agricultural Economics has a close relationship with other sciences such as sociology, geography, politics, law, and others.

Agricultural Economics is a combination of economics and agricultural science which includes economic analysis of production (technical) processes and social relations in agricultural production, relations between factors of production, and relations between factors of production and production itself. Analysis is also applied after the production process, among other things, examining the relationship between production and demand which is closely related to prices and income. Agricultural economics has a role in the development process and as a driver of a country's economic growth. In its analysis, agricultural economics requires analytical tools that can be obtained in statistics, mathematics, econometrics, and logic [4].

### 2.2. Economic and Agriculture Relations

The application of economics in the agricultural sector in the complexity of a market economy certainly involves a variety of activities at both the micro and macroeconomic levels. At the micro level, agricultural production economists generally contribute by examining input demand and supply response. The field of study of agricultural marketing experts focuses on the food and fiber marketing chain and pricing at each stage. Agricultural economics financing experts study issues that are closely related to business financing and the supply of capital in agribusiness companies. Meanwhile, agricultural resource economists play a role in the field of studies on the utilization and preservation of natural resources. Other economists study the preparation of government programs for a commodity and the impact of setting government policies on both consumers and producers of agricultural products [5].

Economic development itself is basically a change in the structure of production and allocation of resources. The development process is inseparable from the national development strategy which serves as a guideline for the direction of regional development. Regional development policies are directed at developing regions by optimizing the empowerment of regional potentials, adjusting growth rates between regions, also referring to equitable development to improve people's welfare [6].

Agriculture in Indonesia in the 21st century must be seen as an economic sector that is equal to other sectors. This sector can no longer only act as an auxiliary actor let alone extras for national development as it has been treated so far, but must become a main actor that is equal to the industrial sector. Therefore the agricultural sector must become a modern, efficient and competitive sector, and must not be seen as just a safety valve to accommodate an abundant uneducated workforce or a cheap food provider so that the industrial sector can compete by relying only on low wages [4].

### 2.3. Community Empowerment Management

Community development in general is actualized in several stages of management starting from planning, coordinating and developing various steps to handle community programs or projects. As a collective activity, community development involves several actors such as: social workers, local communities, donor agencies and related partners. They cooperate in the planning, implementation and monitoring-evaluation of the program.

Community development programs generally emphasize the application of CBM (community-based management), namely: a program management approach that places local community knowledge and awareness as the basis. CBM is a strategy to realize human-centered development practices, in which the decision-making center regarding the sustainable use of resources in an area is in the hands of organizations in the community in that area. CBM has the consequence that the community is given the opportunity and responsibility to manage

the resources they own. They themselves define their needs, goals, aspirations and make decisions for their well-being.

### III. METHOD

#### 3.1. Research Types

This research is a descriptive qualitative research that describes the local potential of Kweel Village, especially from the agricultural sector and opportunities for developing this local potential to improve the economy of the people of Kweel Village.

#### 3.2. Research Procedure

The research was carried out in September - December 2022 in Kampung Kweel. The subjects in this study were the apparatus and the people of Kampung Kweel, as many as 30 people.

Data collection techniques carried out in this study are as follows

##### 1) Observation

Observation is a method of collecting data through observing and recording the behavior of research subjects in a systematic manner. So that material can be obtained for consideration in the process of developing the required learning media.

##### 2) Interview

Interview is a method of collecting data and information that is done orally. The interview method in this study was conducted with village officials and the community to strengthen the results of the questionnaire.

##### 3) Questionnaire

Questionnaire is a data collection method that is carried out by giving a set of questions or statements to the respondent to give a response. The form of the questionnaire that the researchers used in this study was a non-test questionnaire, in which answers were provided for the questionnaire and arranged in the form of a check list (√).

##### 4) Documentation

Documentation is carried out to collect data obtained in the form of photo documentation. Questionnaire data is collected as evidence so that this research can be justified.

#### 3.3. Research Instruments

The instrument used in this research is an interview sheet. The interview sheet grid can be seen in Table

1.

**Table 1. List of Questions**

No	Aspect
1	Is it necessary for Kampung Kweel to establish a Village-Owned Enterprises?
2	What is the purpose of establishing a Kampung Kweel Owned Enterprise?
3	What is the background behind the establishment of the Kweel Village Owned Enterprise?
4	What work do the people of Kampung Kweel do?
5	What are the potential natural resources from the agricultural/plantation, livestock and fishery sectors owned by Kampung Kweel?
6	Describe the main types of commodities produced by the people of Kampung Kweel?
7	What are the problems faced by the community in the process of selling commodity goods?
8	What are the potentials of Kampung Kweel in the sector other than natural resources?
9	Mention the facilities owned by Kampung Kweel to support the establishment of an Enterprise Owned by Kampung Kweel?
10	What are your hopes for the establishment of a Kweel Village Owned Enterprise?

#### 3.4. Data Analysis Techniques

The data analysis technique used in this study is the interactive model of Miles, Huberman, and Saldana[7]. The components in data analysis for Miles, Huberman and Saldana are as follows:

##### 1) data condensation

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that approximates the entire body of written field notes, interview transcripts, documents and empirical materials. The conclusion is that this data condensation process was obtained after the researcher conducted interviews and obtained written data in the field, which later the interview transcripts were sorted to get the research focus needed by the researcher.

##### 2) display data

Presentation of data is an organization, unification, and inferred information. Presentation of data here also helps in understanding the research context because it performs a more in-depth analysis.

3) drawing conclusions

Drawing conclusions here is carried out by the researcher from the beginning the researcher collects data such as seeking understanding that has no pattern, noting the regularity of explanations, and causal flow, the final stage is summarizing all the data obtained by the researcher.

#### IV. RESULTS AND DISCUSSION

This research was conducted from November to December 2022 in Kweel Village, Elikobel District, Merauke Regency. The sample in this study were 30 respondents who were the BUMK Kampung Kweel team which had been compiled and agreed upon in a meeting with the villagers. In this study, respondents were asked to give their opinion on the potential of local villages that could support the establishment of BUMK in Kampung Kweel.

The first thing that was asked was whether or not Kampung Kweel needed to have its own business unit. As many as 54.5% of respondents answered that it was very necessary, 36.3% of respondents answered that it was necessary, and 9% of respondents answered that they were not sure. Almost all respondents thought that BUMK could be a milestone in the revival of village community welfare. So far, people have only relied on agricultural and fishery products by selling them directly. With the existence of BUMK, respondents hope that the community will have a place to accommodate and even process community natural products.

Next, the respondent was asked about the community's opinion why Kampung Kweel needed a BUMK. All respondents answered that Kampung Kweel really needed the presence of BUMK. As many as 77.8% of respondents answered that BUMK is very important to establish because Kampung Kweel has abundant natural potential but its management is not optimal. As many as 22.2% of respondents answered that it was important to establish because Kampung Kweel could only progress if the community was independent in managing village finances.

Next the respondents were asked about the work of the people of Kampung Kweel. As many as 75% of respondents answered that the people's occupations were farmers and hunters. As much as 15.8% answered that the people's jobs were fishermen and farmers. And as much as 9.2% answering community jobs are employees. This also reinforces the need to establish BUMK in Kampung Kweel. BUMK can act as an agent that accommodates and distributes community agricultural and agricultural products.

Then the respondents were asked about the natural resource potential of Kampung Kweel, both from the agricultural/plantation, animal husbandry and fishery sectors. As many as 85% of respondents answered coconut, rambutan, corn, bananas, taro and fish. The remaining 15% answered rubber, chicken and cattle. After that the respondents were asked about the most important commodity in Kampung Kweel. 100% of respondents answered bananas, taro and fish. This is the focus of the research, because with the identification of the superior potential of Kweel Village, this can become a point of view in the plan to establish BUMK.

Furthermore, respondents were asked about the obstacles they face when marketing garden and fish products. 97% of respondents answered that the obstacle they faced was transportation. When people want to market their garden and fish products, they have to walk quite a distance to reach the market. There is no public transportation that connects between villages or between markets and villages.

When respondents were again asked about the prospects for establishing a BUMK, particularly regarding the facilities and infrastructure already owned by Kampung Kweel which could support BUMK operations, 90% of respondents answered that Kampung Kweel already had internet facilities through the Bakti Internet program. In addition, there is also a village hall building which can also be used as a BUMK secretariat. KamoungKweel also has electricity facilities. However, another 10% of respondents said that the facilities in Kampung Kweel were inadequate in supporting the establishment of BUMK.

The last thing that was asked of the respondents was their expectations with the establishment of BUMK. As many as 45.4% of respondents answered that BUMK is to improve people's welfare, 27.6% of respondents answered that BUMK is to create jobs, and 27% of other respondents answered that BUMK is for community economic progress. It's not strange that people have high hopes for BUMK. Because the condition of the people of Kampung Kweel is generally at the lower middle level in the economic field.

From the results of these interviews it can be concluded that almost 100% of the apparatus and the people of Kampung Kweel are very enthusiastic about the plan to establish a BUMK. The community hopes that with the existence of BUMK, they can market their garden and fish products more easily and at a more humane price. Kampung Kweel has superior potential for bananas, taro and fish. This superior potential can be developed so that it can be diversified and marketed through BUMK. There needs to be attention and assistance from the government to support the formation of bumk in Kampung Kweel. Besides that, the active participation of the Kweel Village community is also important for development. This is in line with the results of research by Husna et al, Laga and Jamu, as well as Rozaki and Rohaya[1], [8], [9]which show that in establishing BUMK the government should coordinate between government investment plans and plans to be carried out by government officials. village, optimizing cooperation between the village and the surrounding area. It is also

necessary to carry out marketing efforts for superior economic potential to attract investors as outlined in the regional vision/slogan.

## V. CONCLUSION

The results showed that the superior potentials of Kampung Kweel were bananas, taro and fish. These three superior potentials can support the operations of the BUMK which will be established in Kampung Kweel, because these three superior natural potentials do not have seasons. What needs to be carried out next is training and mentoring for the diversification of the superior products of Kampung Kweel so that they can add economic value which in turn can increase the economic standard of the people of Kampung Kweel.

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