

Local Potential Development Strategy in Situmekar Village through Intervention of the Independent Higher Education Mutual Cooperation Village Development Program

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Abstract- Developing local potential is one of the important strategies in improving the welfare of village communities. Situmekar Village has various local potentials that have not been optimally utilized, such as agricultural products, handicrafts, and nature tourism. Through the Integrated Village Multidimensional Risk Management and Management Program (PTMGRMD) in 2024, strategic interventions were carried out to optimize the utilization of these local potentials. This study aims to analyze and formulate strategies for developing local potential in Situmekar Village through the PTMGRMD 2024 intervention. The methods used include SWOT analysis, interviews with stakeholders, and direct observation in the field. The results of the study indicate that through a community-based and participatory approach, the local potential of Situmekar Village can be optimized to create added economic value, increase the competitiveness of local products, and strengthen the village's socio-economic resilience. Recommended strategies include strengthening human resource capacity, increasing market access, and innovation in natural resource management. The PTMGRMD intervention is expected to be a model for sustainable local potential development in other villages in Indonesia.

Keywords : Local Potential Development; Situmekar Village; PTMGRMD 2024; Community Empowerment Strategy; Natural Resource Management; Village Economy; Village Innovation

I. INTRODUCTION

A. Situation Analysis

Situmekar Village has very diverse local potential, ranging from the agricultural sector, handicrafts, to attractive natural tourism. However, despite being rich in resources, this village faces various challenges that hinder the development of its potential. One of the main obstacles is low access to technology and innovation. Most farmers in Situmekar Village still use traditional methods which result in low productivity and quality of agricultural products. In addition, the handicraft sector which should be the village's leading product has not developed optimally due to minimal support in terms of design, production, and marketing.

Village infrastructure is also a significant problem. Poor road conditions, minimal public facilities, and lack of access to basic services such as education and health, make things worse. This not only hampers people's mobility, but also limits their access to wider markets. As a result, local products from Situmekar Village find it difficult to compete in regional, let alone national, markets. This low market access means that people do not get the added value they should from their local potential.

In terms of human resources, Situmekar Village also faces challenges in terms of education and skills. Low levels of education and lack of skills training make the community less prepared to innovate and compete in an increasingly competitive market. The large number of productive -age residents working in the informal sector with uncertain incomes adds to the complexity of socio-economic problems in this village. In addition, the lack of awareness of the importance of economic diversification and innovation in managing local resources makes the community tend to stagnate in their economic activities.

In this context, the Independent Higher Education Program for Mutual Cooperation in Building Villages (PTMGRMD) is expected to be a solution to various problems faced by Situmekar Village. PTMGRMD is an initiative that involves universities, government, and the community in a strategic collaboration to build and develop village potential sustainably. This program not only focuses on increasing human resource capacity through education and training, but also on strengthening infrastructure and access to technology. In addition, PTMGRMD also encourages the development of a wider and more effective marketing network, so that local products from Situmekar Village can reach a larger market and provide higher added value to the community.

Through a mutual cooperation approach, PTMGRMD seeks to empower the Situmekar Village community in identifying and utilizing existing local potential optimally. This program also aims to build awareness and shared commitment in maintaining and developing village resources sustainably. This situation analysis shows that intervention through PTMGRMD is very necessary to overcome the various challenges faced by Situmekar Village. With the right strategy, synergy between the various parties involved, and strong commitment from the community, Situmekar Village has great potential to develop into an independent, prosperous, and highly competitive village.

B. Activity Objectives

The purpose of the activity "Local Potential Development Strategy in Situmekar Village through the Independent Higher Education Program Intervention Mutual Cooperation to Build Villages (PTMGRMD)" is to create a holistic transformation in the management of local resources owned by Situmekar Village. This program aims to increase the capacity of village communities in identifying, managing, and utilizing existing potential effectively and sustainably. One of the main objectives is to empower communities through improving the quality of human resources, with a focus on education, skills training, and knowledge transfer from universities to village communities.

In addition, this program also focuses on strengthening village infrastructure that supports the development of local potential, such as improving road access, providing public facilities, and improving communication networks. With better infrastructure, it is hoped that community mobility and connectivity will increase, which in turn will facilitate the distribution of local products to a wider market.

PTMGRMD also aims to expand market access for superior products of Situmekar Village. Through innovative marketing strategies and collaboration with various parties, village products are expected to penetrate regional and national markets, providing greater added value to the local economy. This program also encourages diversification of the village economy by introducing new technologies and practices that can increase the productivity and competitiveness of local products.

Another goal is to build strong synergy between universities, government, and the community in managing and developing village potential. Through a collaborative and participatory approach, PTMGRMD seeks to create active involvement from all stakeholders in the decision-making process and program implementation. This synergy is expected to produce more effective and targeted solutions in overcoming the various challenges faced by Situmekar Village.

Overall, the goal of this program is to create an independent, prosperous, and highly competitive village, where local potential is optimally utilized to improve community welfare. With an inclusive and sustainable approach, PTMGRMD is expected to be a model for the development of other villages in Indonesia, which are able to face the challenges of globalization and socio-economic change more adaptively and resiliently.

II. IMPLEMENTATION OF ACTIVITIES

Execution time

The training activities were held in Situ Mekar Village, Cisitu District, Sumedang Regency for 4 (four) days from February 17 to June 17, 2024.

III. PROBLEM SOLVING FRAMEWORK

The troubleshooting steps that will be used include:

A. Problem Identification

- a. Local Potential Analysis : Identification and mapping of local potential in Situmekar Village, including the agricultural, handicraft, tourism and other sectors.
- b. Identification of Obstacles and Challenges : Identifying the main obstacles that hinder the development of local potential, such as inadequate infrastructure, low access to technology, limited market access, and low human resource capacity.
- c. Community Needs Analysis : Exploring community needs and aspirations through surveys, interviews, and group discussions to understand the problems faced and untapped potential.

B. Formulation of Goals and Targets

- a. Short-Term Objectives : Establish objectives that can be achieved in the short term, such as increasing human resource capacity through training and education, and improving basic infrastructure.
- b. Medium-Term Objectives : Develop strategies to increase market access and added value of local products, and encourage diversification of the village economy.
- c. Long-term Goal : Creating independent, prosperous and highly competitive villages through sustainable management of local potential.

C. Strategy Development

- a. Strengthening Human Resource Capacity : Developing education and skills training programs that are appropriate to the needs of rural communities, including training in entrepreneurship, agricultural technology, and business management.
- b. Village Infrastructure Development : Planning and implementing improvements to basic infrastructure such as roads, public facilities, and communication networks to support community mobility and connectivity.
- c. Increasing Market Access : Building effective marketing networks for local products, both at regional and national levels, and utilizing digital platforms to expand market reach.
- d. Innovation in Local Resource Management : Encourage the use of new technologies and practices that can increase productivity and added value from local potential, as well as introduce sustainable practices in natural resource management.

D. Program Implementation

- a. Collaboration and Synergy : Building partnerships between universities, government, and communities to ensure program implementation is effective and in accordance with local needs.
- b. Community Engagement : Encourage active community participation in every stage of the program, from planning, implementation, to evaluation, to ensure the program is relevant and well received.

- c. Strengthening Local Institutions : Strengthening village institutions, such as BUMDes and farmer groups, to be better able to support the development of local potential and program implementation.

E. Monitoring and Evaluation

- a. Continuous Monitoring : Conducting regular monitoring of program implementation to ensure that the stated objectives are achieved and identifying any obstacles that arise.
- b. Evaluation and Feedback : Evaluating the success of the program, measuring its impact on community welfare, and providing feedback for future program improvements.
- c. Strategy Adjustment : Based on monitoring and evaluation results, make strategy adjustments if necessary to ensure program sustainability and effectiveness.

F. Sustainable Development

- a. Replication and Scalability : Developing village development models that can be replicated in other villages, and designing strategies for a larger scale.
- b. Increasing Village Independence : Encouraging village independence by strengthening local capacity and reducing dependence on external assistance.
- c. Strengthening Sustainability : Integrating sustainability principles into all aspects of local potential management, to ensure that the benefits generated can be enjoyed by future generations.

G. Strategic Intermediate Target Audience

The target of the training activities is the community of Situmekar Village, Cisit District, Sumedang Regency, West Java.

H. Attachment

The linkage between the Independent Higher Education Program for Mutual Cooperation in Building Villages (PTMGRMD) and the local potential development strategy in Situmekar Village is crucial to ensure the success and impact of the program. This linkage is reflected in the synergy between various stakeholders, including universities, government, and village communities, who work together to achieve common goals. Universities act as sources of knowledge, technology, and innovation, and provide the necessary education and training support to improve the capacity of human resources in the village. The local government provides support in the form of policies, infrastructure, and coordination, while the village community plays an active role in implementing the program and receiving its benefits. This linkage also involves a shared commitment to ensure that all activities and interventions are carried out in a participatory, transparent manner, and in accordance with the needs and aspirations of the village community. With a strong linkage between all parties, this program is expected to create a sustainable and significant impact in developing the local potential of Situmekar Village, as well as improving the welfare and economic independence of the village community.

IV. RESULTS AND DISCUSSION

A. Results

1. Human Resource Capacity Building: The program has successfully improved the skills and knowledge of rural communities through various trainings and education, including entrepreneurship training, agricultural technology, and business management. This improvement is seen in the ability of communities to manage their businesses more effectively and innovatively, which contributes to increased productivity and quality of business results.

2. **Infrastructure Improvement:** Village infrastructure, such as roads, public facilities, and communication networks, have undergone significant improvements. These infrastructure improvements facilitate community mobility and product distribution, as well as increase accessibility to markets and basic services, which have a positive impact on the quality of life of village communities.
3. **Market Access Expansion:** Through the development of marketing networks and the use of digital technology, Situmekar Village's leading products now have access to a wider market. Sales of local products have increased significantly, and there is evidence of increased added value from products that have successfully penetrated regional and national markets.
4. **Technology and Innovation Development:** The implementation of new technologies and innovative practices in local resource management has improved the efficiency and yield of the agriculture and handicraft sectors. This also includes the use of digital platforms for marketing and selling products, which helps villages reach a wider consumer base.

B. Discussion

1. **Synergy Between Stakeholders:** The success of the program depends heavily on effective synergy between universities, government, and communities. Universities provide technical and academic support, government provides policy and infrastructure support, while village communities play an active role in the implementation and adaptation of the program. Active involvement from all parties has proven to be a key factor in achieving positive results.
2. **Challenges and Solutions:** During the program implementation, several challenges emerged, such as resistance to change and resource constraints. To overcome resistance, participatory approaches and effective communication were applied to involve the community in the decision-making process. Resource constraints were addressed by optimizing the use of existing resources and seeking additional support from various parties.
3. **Sustainable Impact:** The PTMGRMD program has created a sustainable impact by strengthening village economic independence and improving community welfare. Local capacity building and infrastructure improvements will continue to provide long-term benefits, supporting sustainable village economic development that is resilient to external changes.
4. **Development Model:** The results of this program show that a collaborative and participatory approach can be an effective model for village development. The program provides a concrete example of how collaboration between various stakeholders can address complex challenges and create positive and sustainable change at the village level.

IV. CLOSING

A. Conclusion

The Strategy for Developing Local Potential in Situmekar Village through the Independent Higher Education Mutual Cooperation Program for Building Villages (PTMGRMD)" shows that the collaborative approach between universities, government, and village communities has succeeded in increasing human resource capacity, improving infrastructure, and expanding market access for local products. The implementation of this program has created significant positive impacts, including increased productivity, product added value, and quality of life for village communities. Synergy between stakeholders is the key to success, with active involvement of village communities as a major factor in achieving satisfactory results.

B. Recommendations

The "Local Potential Development Strategy in Situmekar Village through the Independent Higher Education Mutual Cooperation Village Development Program (PTMGRMD)" program has shown significant results in increasing human resource capacity, improving infrastructure, and expanding market access for local products. The collaborative approach between universities, government, and village communities has proven effective in overcoming various challenges and optimally utilizing local potential.

The success of this program underscores the importance of synergy and active involvement of all stakeholders in achieving positive results. To ensure sustainability and further development, it is recommended that training and education be expanded to include the latest skills and technologies, infrastructure continue to be improved with a sustainable approach, and marketing networks be developed by utilizing digital technology. In addition, increasing community participation in program planning and implementation, and implementing this model in other villages, will expand the positive impact. By integrating sustainability principles and continuing strong collaboration, this strategy is expected to continue to improve community welfare and provide an inspiring example for village development in Indonesia. By implementing these recommendations, it is hoped that the local potential development strategy in Situmekar Village can continue to provide sustainable benefits, improve community welfare, and become an inspiring example for the development of other villages throughout Indonesia.

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