



CIREBON INTERNATIONAL CONFERENCE ON EDUCATION AND ECONOMICS (CICEE)

STRATEGY FOR DEVELOPING ECONOMIC POTENTIAL IN KERATON VILLAGE SURANENGGALA DISTRICT

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Abstract

Keraton Village, Suranenggala District, Cirebon Regency, is an area with rural characteristics dependent on the agricultural, livestock, industrial and trade sectors.. To support the success of tasks in Keraton Village requires information and two-way communication, as well as good relationships with all parties, both internal and external. Good village management will produce benefits for the institution, especially in terms of maintaining a good performance image.

In this research, it will be analyzed for achieve this goal by using descriptive statistical analysis and qualitative descriptive analysis. With data collection techniques that focus more on frank or covert observation, in-depth interviews and documentation. The sampling technique used in this research is purposive sampling which is used to look for data on village development program strategies, so those who understand the village development strategy best are the village head and his colleagues.

Based on the interview results, it can be seen that personal selling is the source of information that is most widely obtained by the public. This was proven by 21 people or 56.8%. Meanwhile, the location factor was the least source of information, namely from 7 people or 18.9%. The results of the analysis show that the entire Keraton Village has potential in the agricultural, livestock, industrial and trade sectors. To optimize the village's potential, revitalizing the role of all existing institutions in the village is very necessary.

Keywords: *Development Strategy, Economic Potential, Potential of Keraton Village*

INTRODUCTION

Keraton Village, Suranenggala District, Cirebon Regency, is an area with the majority of its area having rural characteristics and depending on the agricultural, livestock, industrial and trade sectors. According to data from the Central Statistics Agency (2023) from an area of 170,017 Ha, the use of which consists of 127,590 Ha of rice fields and 43,327 Ha of public facility land. With natural conditions, rainfall is between 14 mm, the average daily temperature is 36 °C with a plateau height of 2.5 meters above sea level. The concept of developing villages is expected to be able to optimize village potential and improve weaknesses in village development programs. The potential that the village has is human

resources and a set of village institutions as providers of facilities in addition to this potential. Various development programs have been implemented to improve village development, but their planning and implementation have not produced optimal results. Factors that influence the level and direction of village development are the location or location of the village in relation to trade centers and road access (flat or uneven). (Asbeni, 2020)

Potential is an ability that can be developed, such as strength, skills and energy that can be developed more widely. The term potential is not intended only for humans, but also for other creatures, for example humans. terms regional potential, tourism potential and others (Marianingsih et al., 2017). By strengthening existing potential, society can improve products and improve society's welfare, as well as encourage development and directly influence the economy and culture of society (Iskandar et al., 2021). Apart from having potential, the village is also faced with weaknesses that can hinder the development process. Mr. Jupri or the village head stated that these weaknesses include the village's minimal socio-economic facilities and infrastructure, low productivity of human resources, and uneven distribution of the workforce. productive.

As a first step, targeted village development requires a database and information that must be arranged in a structured and systematic manner. One of the data and information is related to village potential. Through this background, this research tries to map village potential. Empowering the community can be done by utilizing the local potential of the village where the community lives. (Aditiawati, 2016). Local potential of a village according to (Soleh, 2017) is the strength, power, ability and capability of the village that can be developed to improve community welfare. The mapping of village potential in this research is more focused on economic potential which includes the agricultural, livestock, trade and industrial sectors. One of the government's programs to improve the economy in villages is the issuance of Law No. 06 of 2014 concerning Villages and Law No. 60 of 2014. With this law, it is hoped that villages will realize all the potential that exists and be able to develop villages to improve the economy. . The aim of developing village potential is to increase community awareness to be more innovative and creative regarding village potential. (Pramono, 2021)

The concept of national development promoted by the government, improving community welfare is an Indonesian development policy in the village (Fahrial et al., 2019). Village demographics (population) is the scientific study of population, especially its number, structure and development. A large population can be the basic capital for development and can also be a burden for development. In order to be the basis for development, a large population must be accompanied by high quality human resources (HR). Population management is very important so that its potential can be a driving force in development. In relation to population, important aspects include the development of population, density and distribution and structure.

METHOD

This research uses a descriptive research method with a qualitative analysis approach, with data collection techniques consisting of more direct or covert observation, in-depth interviews and documentation. The sampling technique used in this research was purposive sampling used to look for data on the economic potential of human resources (HR) in Keraton Village, so those who best understand the economic potential of HR in Keraton Village are the village head (kuwu) and his colleagues. .

Data validity in research uses data triangulation, namely a technique for checking data validity by checking and rechecking. Triangulation as a data examination technique in this research uses source triangulation, method triangulation, researcher triangulation and theory triangulation. It is hoped that in triangulation researchers will compare data obtained from interviews, theories, sources, documentation and observations made to obtain valid data.

RESULTS AND DISCUSSIONS

The scope of the Report on the Administration of Keraton Village, Suranenggala District, Cirebon Regency from 2017 to 2018. In accordance with Cirebon Regency Government Regulation Number 12 of 2006, 5 (five) months before the end of Kuwu's term of office, Kuwu submits the end of term report to the Regent through the sub-district head. , To the Village Consultative Body (BPD) covering the field of administering Village Government affairs, Development and Community Affairs as well as several aspects of the priority scale in the field of the Human Development Index (HDI), namely: Economy, Education and Health.

Data on the population of Keraton Village as of December 30 2017 was 4,757 people consisting of 2,360 men and 2,397 women with a total of 1,393 heads of families. The population of each RW can be seen in Table 2 below:

Table. 2 Number of Population based on RW (Rukun Warga)

No	RW	Man	Woman	Amount
1	01	219	216	435
2	02	435	434	869
3	03	603	603	1,206
4	04	554	561	1,115
5	05	449	483	932
AMOUNT				4,557

The population by age group can be seen in Table 3 as follows:

Table. 3 Population by Age Group

No	Age	AMOUNT			
		1st Year		2nd Year	
1	00 – 12 months	71	person	77	person
2	>1 – <5 years	295	person	296	person
3	≥5 - <7 years	355	person	365	person
4	≥7 - <15 years	671	person	693	person
5	≥15 - <56 years	2,455	person	2,486	person
6	> 56 years old	625	person	640	person

The total economic data for the population of Keraton Village is:

1. Prosperous FamilyThe development of Prosperous Families based on the results of Population Data Collection is as follows:

- a. Pre-prosperous Family : 323 people
- b. Due to Economic reasons : 853 people
- c. Not economic reasons : 512 people
- d. Prosperous Family I : 324 people
- e. Due to Economic reasons : 550 people
- f. Not economic reasons : 491 people
- g. Prosperous Family II : 112 people
- h. Prosperous Family III : 174 people
- i. Prosperous Family Plus : 13 people

2. Basic Livelihood

TYPE OF WORK	MAN	WOMAN
Farmer	78 people	56 people
Farm workers	456 people	400 people
Female migrant workers	10 people	16 people
Male migrant workers	16 people	-
Government employees	45 people	48 people
Home industry craftsmen	27 people	30 people
Itinerant trader	17 people	23 people
Breeder	270 people	37 people

Fisherman	12 people	-
Mechanic	9 people	-
Private doctor	1 person	-
Private midwife	-	3 people
Private nurse	2 persons	5 people
Household servant	10 people	95 people
TNI	45 people	-
POLRI	20 people	-
Retired civil servants/TNI/POLRI	47 people	-
Small and medium entrepreneurs	28 people	42 people
Trained village shaman	2 persons	4 people
Alternative medicine services	7 people	-
Private lecturer	1 person	-
Big businessman	5 people	2 persons
Artist/artist	10 people	10 people
Private company employees	217 people	76 people
Government company employees	100 people	90 rang

3. Livestock Population

TYPES OF ANIMALS	AMOUNT
Chicken	3,029 head
Duck	16,000 head
Goat	98 cor

4. Economic Institutions

- Food industry 4 units with a workforce of 30 people
- Household appliance industry 1 unit employs 20 people
- 9 units of City Transportation with a workforce of 18 people
- Freshwater fishing business 6 units, total workforce 12 people

5. Education Data

LEVEL OF EDUCATION	MAN	WOMAN
Ages 3-6 years who are not yet in kindergarten	63 people	56 people
Ages 3-6 years who are in kindergarten	119 people	129 people
Ages 7-18 years who have never attended school	182 people	190 people
Ages 7-18 years who are currently attending school	424 people	441 people
Ages 18-56 years who have never attended school	98 people	103 people
Ages 18-56 years old attended elementary school but did not finish	31 people	32 people
Completed elementary school/equivalent	166 people	174 people
Ages 12-56 years have not completed secondary school	174 people	161 people
Ages 18-56 years have not completed high school	209 people	193 people
Completed high school/equivalent	1,567 people	1,459 people
Completed high school/equivalent	1,532 people	1,422 people
Completed D1/equivalent	52 people	48 people
Completed D2/equivalent	-	64 people
Completed D3/equivalent	34 people	32 people
Completed S1/equivalent	212 people	113 people
Completed S2/equivalent	3 people	-
Completed S3/equivalent	-	-
Finished SLB A	2 person	-

6. Health Data

I. Health infrastructure

- Auxiliary Community Health Centers as many as : 2 units
- Posyandu as many : 6 units

II. Health facility

- There are as many trained shamans as there are : 1 person
- As many Village Midwives : 3 person

III. Number of Households Provided with Clean Water

- Households use dug wells : 1,435 household
- PAM Customer Households : 126 household
- Households use well pumps : - household
- Households use water pipes : - household
- Households use solar water : - household

Identification of village potential in this research aims to map the potential of Keraton Village. With the potential of Keraton Village, it is hoped that the condition of the village's potential will be known and can be developed for the welfare of the village community. According to the Central Statistics Agency, village potential includes the general social, economic and demographic conditions in the Keraton Village area, as well as the existence or accessibility of basic social service facilities and economic activities. Village potential is divided into two parts, namely, physical potential and non-physical potential. Physical potential, namely potential in the form of land, water, climate, geographical environment, livestock and human resources. Non-physical potential, namely in the form of society with its patterns and interactions, social institutions, educational institutions, and village social organizations as well as village officials and officials.

Previous research to base the framework of thinking, this research examines several previous studies as a reference for the research to be carried out. Regarding 126 studies of village potential in village development, Supriadi (2013) stated that to develop villages, it is necessary to study village potential. Susyanti (2013) stated that village potential is needed in village development, so that development strategies are based on the characteristics of the village. The key to successful village development in realizing independence is the readiness of the entire community to open up and change, and competency training is also needed to manage the village.

Research by Prihatmaji et.al (2015) conducted an evaluation and mapping of the potential of DPPM UII partner villages. This research found that DPPM UII has tried to optimize the potential in each village. The village potential in this research encompasses community participation in empowering the economy. Factors that influence the success of the UII DPPM program are determined by the existence of embryonic communities that have the need to develop their villages so that the economy improves. Without the will of the community, this will result in the program not being sustainable.

The potential of Keraton Village in Suranenggala District includes the agricultural, livestock, industrial and trade sectors. In the agricultural sector there is one superior commodity, namely rice. The largest rice production is in Keraton Village with production

of 2,608 tons or 11.81% of total rice production. In the livestock sector, ducks, goats and chickens are the dominant livestock. Keraton Village is the village with the largest number of ducks with 16,000 ducks. Keraton Village is also the village with the largest number of chickens, namely 3,029 and the highest number of goats in Keratin Village is 98. In the industrial sector, household industry is the most numerous industry in Keraton Village, which is a village with the number of household industries, namely 1 unit. In the trade sector, trade facilities in the form of shops/stalls are the main means of driving the economy in the Keraton Village 235 units or 23% of the total stores.

CONCLUSION

Keraton Village, Suranenggala District, Cirebon Regency, is an area with the majority of its area having rural characteristics and depending on the agricultural, livestock, industrial and trade sectors. To support the success of tasks in Keraton Village requires information and two-way communication, as well as good relationships with all parties, both internal and external.

The sampling technique used in this research is purposive sampling, which is used to look for data on village development program strategies, so those who understand the village development strategy best are the village head and his colleagues. The results of the analysis show that the entire Keraton Village has potential in the agricultural, livestock, industrial and trade sectors. To optimize the village's potential, revitalizing the role of all existing institutions in the village is very necessary.

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