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Submission date: 21-Jul-2021 05:28PM (UTC+0800)

Submission ID: 1622295962

File name: I_Sinergi_Pengembangan_Kawasan_Perdesaan_AHMAD_YUNANI.id.en.docx (40.58K)

Word count: 5429

Character count: 30475

**SYNERGISTIC MODEL IN PREPARING RURAL AREAS PLANS OF
PADANG BATUNG TOURISM AREA IN HULU SUNGAI SELATAN REGENCY**

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ABSTRACT

BACKGROUND

Building Indonesia from the periphery by strengthening regions and villages within the framework of the NKRI, aims to overcome the urban-rural development gap which ultimately leads to improving the welfare and quality of life of the community as a whole.

PURPOSES AND POTENTIAL CONTRIBUTION

The purpose of the study in the drafting of the Rural Area Development Plan is to: Increase the understanding of Local Governments, Village Governments, Community Institutions on the Development of Rural Areas: Draft the Rural Area Development Plan (RPKP) as input for the District Rural Development Coordination Team proposed to the District Head to become RPKP set by Regent Regulations; and Increasing the capacity of District Governments, Village Governments, Village Community Institutions in rural area development. This review method in accordance with the theme of the rural area, namely the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency has a commodity cluster, a tourist area.

METHOD

This review method in accordance with the theme of the rural area, namely the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency has a commodity cluster, a tourist area. Tourist areas that have developed in the Hulu Sungai Selatan Regency until now are only a few that have been tried by the village and community groups. In addition to commodity clusters in the Padang Batung Rural Tourism Area, there are also supporting clusters that serve to support the development of commodity clusters. In the Padang Batung Rural Tourism Area in the South Hulu Sungai Regency the first supporting cluster is the agricultural sector in the broadest sense. The Synergism Model has the meaning of uniting energy so that new forces are formed which are carried out at the same time. Energy here is intended as a component of activities and programs that can produce a more complex system towards a particular goal. In the upstream rural areas of the south that use tourism themes, the main synergism that is highlighted is the integrated tourism system that is expected to be productive and sustainable.

RESULT

The results of this study with the establishment of indicators of achievement of activities is a series of formulations that become the standard for use in assessing activities running in accordance with the targets set. In addition, indicators of achievement of this activity are also used to measure the success of achieving goals and objectives in terms of implementing rural development. Funding needs are the overall costs needed to run a program and activity. These sources of funding can come from several sources such as the State Development and Expenditure Budget (APBN), Regional Development and Expenditure Budget (APBD), Village Development and Expenditure Budget (APBDes), community self-help, and cooperation with other parties. The formulation of the Rural Area Development Plan (RPKP) Program for the

next 5 (five) years is a more operational elaboration of the objectives, objectives and strategies that have been formulated. The program plan for the Development of Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency is: Development of tourism objects, Capacity building of tourism conscious groups, Development of promotion of Padang Batung tourism area, Development of Hulu Sungai Selatan culinary industry center, Strengthening of socio-economic institutions in rural areas.

PRELIMINARY

Background

Rural development is very important in developing suburbs and rural areas so that there are no regional development disparities and increasing the welfare and quality of life of rural communities.

Rural development according to Village Law no. 6 of 2014 and PP No. 43 of 2014 and Permendes No. 5 of 2016 rural development combines village development to accelerate the improvement of welfare and quality of village services, development and empowerment by utilizing regional development: development areas according to district spatial planning, welfare improvement services, development of physical, economic infrastructure with appropriate technology and empowerment of rural communities with access to services and the economy for rural communities.

The approach of the plan that is compiled is comprehensive, integrated and comprehensive, involving all stakeholders in preparing the Rural Area Plan in Padang Batung District with a synergy model of all parties between villages in developing tourism areas.

THEORY REVIEW

Regional Development

In Regional Economics, development must pay attention to the elements of location and space into the analysis of traditional Economics. Important issues related to the analysis of location and spatial structure can be related to existing theories and methodologies of economic analysis.

Regional Economics is to cover the weaknesses of traditional Economics which pay less attention to the spatial dimension in its analysis. Whereas the element of space is clear and real and has a very significant impact on socio-economic activities. Johan Heinrich Von Thunen (1851), Alfred Weber (1929) and August Losch (1954) covered the opinion of Adam Smith and John Maynard Keynes to be able to provide a more realistic and operational economic analysis, since a long time there have been many attempts by experts to incorporate spatial aspects into the economy. traditional economic analysis.

Although Location Theory has developed, it cannot be fully used to incorporate elements of spatial planning into economic analysis. Location Theory analysis is only micro in nature by focusing on analyzing the location of economic activities, especially industry and agriculture. Meanwhile, Economics also includes Macroeconomic Theory with an aggregate analysis covering certain areas and the national economy

According to Morion Temple (1994), regions can also be classified based on the spatial economic hierarchy, each of which has a different role. This spatial hierarchy can cover national and international economies across national borders. Based on this understanding, the region is classified into five which can be described through a circle which includes Local (district and city), Region (province), national, ASEAN and International. The number and role of economic activities in each of these regions varies from one another depending on the potential and nature of the economy of the region concerned. In this case, ASEAN can be classified as a region because its economic activities are bound by a separate agreement that applies to the region concerned. Therefore,

METHOD

This research was conducted by field research through Focus Group Discussion (FGD) and In-depth Interview with key informants consisting of Kelapa Desa consisting of 7 village heads in Padang Batung District, Village Apparatus, Head of related SKPD namely Head of Regional Planning and Research Agency and Head of the HSS District Village Community Development Office. Regional arrangement based on regional clusters. The analysis in this study uses descriptive analysis techniques.

Commodity cluster synergies are superior commodities that will be developed. Meanwhile, the supporting clusters are in the form of services at the regional level, most of which are regional center developments or in the form of road infrastructure for connectivity between villages and between the regional center and its supporting villages. Regional development includes market opportunities, and community aspirations. The following are commodity clusters, supporting clusters and cluster targets in rural tourism areas, Padang Batung District, Hulu Sungai Selatan Regency.

This Rural Area Development Research contains a description of the determination of clusters. The cluster consists of commodity clusters and support clusters.

1. Commodity Cluster

Commodity clusters in the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency, are determined based on regional themes, Regional Spatial Planning (RTRW), and community desires that indicate market opportunities to develop superior commodities.

2. Support Cluster

Supporting clusters are in the form of supporting sectors and service provision at the regional level, most of which are regional center developments or in the form of road infrastructure that connects between villages and between regional centers and hinterland villages as well as basic infrastructure that can support the development of Rural Tourism Areas.

In accordance with the theme of rural areas, namely the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency, there are commodity clusters, namely tourism areas. There are only a few tourist areas that have been developed in Hulu Sungai Selatan Regency that have been tried to be managed by villages and community groups.

In addition to the commodity clusters in the Padang Batung Rural Tourism Area, there are also supporting clusters that function to support the development of commodity clusters. In the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency, the first supporting cluster is the agricultural sector in a broad sense. The agricultural sector is one of the important sectors in economic development in a region. In Hulu Sungai Selatan Regency, the agricultural sector is still an influential sector in the development of the regional economy as well as its contribution to GRDP. The leading commodity that is widely cultivated in Hulu Sungai Selatan Regency is food crop agriculture, especially lowland rice. In addition, for Rural Tourism Areas, the agricultural sector is still a sector that has a big role.

DISCUSSION

The Developing Village Index (IDM) is divided into very underdeveloped, underdeveloped, developing, advanced, and independent villages. IDM is measured based on 3 aspects, namely social, economic, and environmental aspects. The Rural Area in Hulu Sungai Selatan Regency consists of 7 (seven) villages, the majority of which are identified as underdeveloped villages based on the IDM. The following is a table of IDM for villages in the Rural Area of Hulu Sungai Selatan Regency.

Table 1.
IDM Rural Area
in Hulu Sungai Selatan Regency

districts	No.	Village	IDM Value	Status
				Lagging (0.491 < IDM 0.599)
	1.	shame	0.5154	

Padang Batung	2.	Malilingin	0.5529	
	3.	Rock Boy	0.5431	
	4.	Bini Stone	0.5679	
	5.	Pahampangan	0.5462	
	6.	Mawangi	0.5450	
	7.	Madang	0.5940	

Source: HSS PMD Service

Social, economic, and environmental conditions in Rural Areas have not shown better development.

Area Delineation

The Padang Batung Rural Tourism Area, which is located in Hulu Sungai Selatan Regency, South Kalimantan Province, consists of 7 (seven) villages, namely Malutu Village, Malilingin Village, Batu Laki Village, Batu Bini Village, Pahampangan Village, Mawangi Village and Madang Village. The seven villages are included in the Padang Batung District. The number of villages included in the Rural Area has been mutually agreed with the Rural Area Development Coordination Team (TKPKP) of Hulu Sungai Selatan Regency.

In addition, together with the Regency TKPKP, it was also agreed on the theme of Rural Areas, namely Rural Tourism Areas. The choice of this theme is determined based on the conditions and potential that exist in the area. Previously, the villages that were members of the Padang Batung Rural Tourism Area had indeed developed into tourist villages.

The delineation of the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency is determined based on the administrative boundaries of the village. This is due to the fact that all of these villages have the same characteristics, namely as a center for rural tourism areas in Hulu Sungai Selatan Regency. In addition, the activity center for the Padang Batung Rural Tourism Area was agreed to be in Madang Village, the reason for this determination, among others, was the strategic location of the village in the middle of the area, making it easier for coordination activities between villages to be carried out, and Madang Village also already had an embryo market.

Area Function Structure

The strategic issues of the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency were obtained from the results of an analysis of the potential and problems that exist in the area. Based on the results of the analysis, it is known that agricultural activities are still running quite well in the area so that there are several potentials and problems related to the agricultural sector. However, the strategic issues that will be analyzed in this rural area development plan will be adjusted to the previously agreed rural area theme. As previously noted, the theme of rural areas in Hulu Sungai Selatan Regency is rural tourism areas, so that existing strategic issues will be analyzed based on potential and problems in the tourism sector. Based on the potential and problems in the field of rural tourism, the strategic issue in the Padang Batung Rural Tourism Area, one of the keys to the successful development of an industrial rural area is the desire and high competitiveness of business actors in this field. The Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency has various types of tourist objects. This is one of the potentials of an industrial rural area to be able to develop into a larger area so that it can improve community welfare and increase regional income. However, in reality the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency is still a small-scale industrial area or households, This is due to the low motivation and competitiveness of business actors to move forward and advance their business so that they can develop more. This also has an impact on the low quality and competitiveness of existing rural tourism products. This problem needs to be a concern from the local government, so the development of rural tourism areas, especially in the Padang Batung Rural Tourism Area, will be difficult to develop into an industry with a larger scale and less able to compete with tourist attractions from other regions.

One of the efforts that can be done to overcome these problems, among others, is to conduct activities to strengthen the capacity of human resources, one of which can be done by providing assistance in the field of rural tourism areas and forming working groups for

actors in rural areas. These industrial assistants function to assist and provide training and socialization related to increasing the motivation, capacity and competitiveness of industrial players in order to further improve the quality of themselves and their business and be competitive to advance rural tourism areas in the Padang Batung Rural Tourism Area in particular and Hulu Sungai Selatan Regency in general. It is also necessary to increase the number of training and assistance to improve product quality.

This rural tourism area in the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency is a rural tourism area that has been going on for generations and has been going on for a long time.

Institutions are one of the basic foundations in the development of a village, region or region. The existence of a good institution can have an impact on development that is more organized and runs in an orderly manner. As described in the previous explanation, some of the problems in the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency will be minimized if there are work institutions same between villages and also Inter-Village Business Entities (BUMADes) in areas that are able to provide services and regulate activities that support rural tourism areas in these rural areas. One of the functions of the formation of institutions in the Padang Batung Rural Tourism Area is to provide information about tourism objects in the area. However, until now this Rural Tourism Area does not yet have an inter-village institution that functions as described above. Therefore, for the development of Rural Tourism Areas,

Other supporting clusters that function to support the development of commodity clusters in Rural Tourism Areas are infrastructure facilities supporting rural tourism activities which are divided into:

a. Street

Roads are an important transportation infrastructure to facilitate economic activities so that this is what causes roads to become the main support in carrying out daily activities in rural areas. The road in the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency looks inadequate, because many conditions are not yet connected and have not been paved. So that the traffic conditions of people in the area or to tourist sites have not been able to run smoothly enough.

b. Electricity and Clean Water

Electricity is one of the supporters in the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency, considering that electricity is also a factor in facilitating daily activities. Electricity in the Padang Batung Rural Tourism Area in Hulu Sungai Regency has been supplied with electricity by PLN. However, there are some households that do not subscribe to electricity and prefer to use private sources of electricity such as generators. And for clean water, the supply of clean water in the Padang Batung Rural Tourism Area mostly comes from dug wells and drilled wells, however, there are many households that have used and subscribed to tap water from PDAM. Therefore,

c. Telecommunications and Information Network

Currently, telecommunications and information networks are very important and become one of the supporting facilities for the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency. The need for internet and telephone access today is very high, both for connecting communication and seeking information, articles, the latest knowledge, and also entertainment. Even telephone and internet from before was an additional need but now it has become an important necessity along with the passage of time where every time people need these facilities. In the era of globalization, the mastery and use of technology and information through increasing access and power of the public using postal, telecommunication, multimedia, and information technology services, it will not only spur economic growth but also the realization of regional competitiveness. And the telecommunications network in Padang Batung Rural Tourism Area itself there are some that are already quite good because telephone and internet signals can be enjoyed by the public, but there are some that are still in locations that have not been able to access the internet network.

d. Regional Market

The market is one of the means of supporting economic activities, in the Padang Batung Rural Tourism Area the function of the market is quite important as a place to market agricultural products in the rural area. However, in the Padang Batung Rural Tourism Area there is no market that accommodates these economic activities. The nearest market is

outside the rural area, namely in the Padang Batung District which is approximately 6 Km from the Padang Batung Rural Tourism Area.

e. Food stalls / Culinary typical of Hulu Sungai Selatan Regency

Similar to the market, other supporting facilities from the Padang Batung tourist area in Hulu Sungai Selatan Regency are food stalls. Besides being known to have a typical snack product, namely dodol cage, South Hulu Sungai Regency also has a special food that is well known by many people, namely ketupat caged fish haruan. Therefore, along the main road in Hulu Sungai Selatan Regency, there are many ketupat cage food stalls. The existence of these food stalls is widely used by industry players to entrust their products to be sold to consumers who come.

The culinary center and typical souvenirs of Hulu Sungai Selatan Regency is one of the proposed development programs proposed by the Department of Manpower, Cooperatives, Small Business and Industry of Hulu Sungai Selatan Regency to support the development plan of the Padang Batung Rural Tourism Area. If the culinary center and souvenirs are available, it can be a place for business actors in the culinary and snack fields so that their activities can be accommodated. With the culinary center and typical souvenirs of Hulu Sungai Selatan Regency, it is hoped that the Padang Batung Rural Tourism Area can also develop and increase its industrial scale and product quality.

f. Bumdesa Together

Bumdesa Bersama is basically a pillar of economic activity in rural areas that functions as a social and commercial institution, while Bumdesa is at the village level. The Bumdesa Bersama is also a means of developing the potential of rural areas, so that the Bumdesa Bersama institution is deemed indispensable as a supporting commodity in a rural area. However, when viewed based on the conditions in the field, it can be seen that in this rural tourism area there is no Bumdesa or even Bumdesa Bersama at all, so this is very necessary in the establishment of the Joint Bumdesa institution.

The meaning of the word synergism according to the Big Indonesian Dictionary (KBBI) is an activity that is connected and has a greater influence (has a double effect) compared to the sum of all the effects of each or one stand-alone activity. In the synergism analysis itself, there are several supporting components, namely Human Resources (HR), products, capital, infrastructure, institutions and markets. For the Padang Batung Rural Tourism Area in Hulu Sungai Selatan Regency, there is potential for human resources who fulfill and have skills in agriculture.

This is due to the limited working capital owned by each entrepreneur and this of course has an impact on the quality and quantity of the products produced. Synergism means combining energy to form new forces whose implementation is carried out at the same time. Energy here is intended as a component of more complex system output activities and programs towards a specific goal. In rural areas upstream of the southern river that uses a tourism theme, the main synergism that is highlighted is an integrated tourism system which is expected to be productive and sustainable.

The second component in the synergism analysis is the uniqueness of tourism that is highlighted, in the Padang Batung Rural Tourism Area has various types, including waterfall tours, hot spring tours, mountain tours, cave tours, river tours, artificial tours, checkdam. Village institutions function as a forum for joint ventures owned by rural communities, for the Padang Batung Rural Tourism Area it is necessary to establish an inter-village coordination institution that functions to regulate the management of procurement of capital participation, strengthening promotion networks and markets as well as a forum for coordinating every activity related to rural tourism areas. However, current conditions in the field indicate that the Padang Batung Rural Tourism Area does not yet have a coordinating institution between these villages, even every village that is included in a rural area does not yet have a separate institution or agency that is responsible for the development of existing rural tourism. Similar to inter-village coordination institutions, in the Padang Batung Rural Tourism Area, Hulu Sungai Selatan Regency, there is also no village market or joint market in rural areas. The nearest market is located in another sub-district, namely Padang Batung District, which is approximately 6 km from the rural area. With the existence of a market, it is hoped that agricultural products can be marketed.

The synergistic relationship in the rural area development plan for the next five years can be analyzed based on strategic issues raised from the potential and problems in the region. To realize the Padang Batung Rural Tourism Area, these synergistic components must

be synergized with other commodities and industrial supporters. The scheme below is a synergistic scheme that is expected to be implemented in the Padang Batung Rural Tourism Area.

When efforts to improve competitiveness and products through increasing the capacity of tourism-aware groups and strengthening promotions have been carried out, synergism has been created from these components, so that to support the next synergism analysis is the improvement and development of supporting infrastructure, namely roads, electricity and clean water. The existing road conditions in the Padang Batung Rural Tourism Area are basically adequate and can be traversed by two-wheeled and four-wheeled vehicles, only if those in the rural area develop, it is necessary to repair and widen roads and add street lighting so that community activities can run better and smoother. In addition, so that the synergy of the Padang Batung Rural Tourism Area can be realized, a study is needed on the development of rural tourism areas. This study aims to develop agricultural products in the Padang Batung Rural Tourism Area and in Hulu Sungai Selatan Regency. If the competitiveness and products through increasing the capacity of tourism awareness groups can be improved along with the formation and functioning of the Joint Inter-Village Business Entity and the development of supporting infrastructure, it is hoped that new synergies will occur which will help improve existing infrastructure in rural areas. This study aims to develop agricultural products in the Padang Batung Rural Tourism Area and in Hulu Sungai Selatan Regency. If the competitiveness and products through increasing the capacity of tourism awareness groups can be improved along with the formation and functioning of the Joint Inter-Village Business Entity and the development of supporting infrastructure, it is hoped that new synergies will occur which will help improve existing infrastructure in rural areas. This study aims to develop agricultural products in the Padang Batung Rural Tourism Area and in Hulu Sungai Selatan Regency. If the competitiveness and products through increasing the capacity of tourism awareness groups can be improved along with the formation and functioning of the Joint Inter-Village Business Entity and the development of supporting infrastructure, it is hoped that new synergies will occur which will help improve existing infrastructure in rural areas.

One of the efforts that can be made to strengthen tourism awareness groups and cooperation with other parties is to develop regional websites as a means or promotional media for existing tourism packages, in addition to developing regional websites, it can also be done through the procurement of information boards and promotions in the area. every important point such as at Syamsudin Noor Airport, and every intersection of national roads and other important points in Hulu Sungai Selatan Regency. In addition, with the continuous improvement of product quality and the development of existing marketing, the Joint Village-Owned Enterprise (Bumdesa Bersama) which was formed through the awareness of the local community can run well according to the specified function so that the development of the Padang Batung Rural Tourism Area can continue to advance and be better known by the wider community.

Table 2 shows the cluster targets to be achieved in 5 (five) years from each commodity cluster and supporting clusters in the Rural Tourism Area, Padang Batung District.

Table 2
Commodity Clusters, Supporting Clusters and Cluster Goals
Rural Tourism Area

No	Cluster	Cluster Target (Achieved in Five Years)
1.	Padang Batung Tour	Formation and capacity building of tourism awareness groups in rural areas Tourism development, both supporting infrastructure facilities in the area Increased promotion of tourist areas in Padang Batung Utilization of the internet in tourism promotion activities in Padang Batung Availability of supporting infrastructure such as information posts for tourist sites and monuments or entry limits for rural tourism areas
2.	Agricultural Supporter in the broadest sense	Increased agricultural yields used as a support in rural areas
3.	More supporters	Availability of support services in the form of: a. Street b. Electricity and Clean Water c. Telecommunications and Information Network d. Regional Market e. Food stalls / Culinary typical of Hulu Sungai Selatan Regency f. Bumdesa Together

Source: Focus Group Discussion (FGD) and Field Survey, 2018

Program and Activity Matrix

Synergy model designed in The Padang Batung Rural Tourism Area Development program, Hulu Sungai Selatan Regency, namely:

1. Development of Rural Tourist Attractions
2. Capacity building for tourism awareness groups
3. Development of promotion of the Padang Batung tourism area
4. Development of the Hulu Sungai Selatan culinary industry center
5. Strengthening socio-economic institutions in rural areas

The Synergy of Activities in the Rural Area Development Plan (RPKP) for the next 5 (five) years is an in-depth and operational description of the program that has been formulated. The activity plan for the Development of the Rural Tourism Area of Padang Batung, Hulu Sungai Selatan Regency can be seen through the table that has been detailed as follows:

Table 3
Padang Batung Rural Tourism Area Development Plan Programs and Activities
Hulu Sungai Selatan Regency

Strategic Issues	Destination	Target	Strategy	Policy Direction	Program	Activities
Competitiveness of tourist attractions in rural areas	Improved services in rural area tourism objects	Facilitation of tourism-aware groups	Capacity Building for Tourism Awareness Group	Improving human resource capacity through seminars, motivation and training to strengthen the competitiveness of actors	HR Development	Capacity building training for tourism awareness groups
		The realization of the development of rural tourism areas	Development of agricultural products supporting tourist areas	Carry out monitoring and evaluation of agricultural products supporting tourism areas		Study of agropolitan development in rural areas
Rural Tourism Area Promotion Network	Increase Promotion	Availability of promotional tools	Development and improvement of product marketing facilities	Build and provide product marketing facilities in the form of joint markets and promotional boards	Development of Rural Tourism Area Promotion	Capacity building training for tourism awareness groups
		The application of supporting technology for the promotion of rural tourism areas	Procurement of tools and technology systems for promotion of tourist areas	Improving the application of marketing technology systems through regional website development		Provision of public accessible information and promotion boards
						Website development for the promotion of rural tourism areas
		The establishment of a culinary center and souvenirs	Development of a gift and culinary center	Build and provide product marketing facilities in the form of souvenirs and culinary centers typical of Hulu Sungai Selatan Regency	Development of Tourism Support Production Centers	Development of a gift center for special products from Kab.HSS
					Provision of supporting equipment for the gift center	
Rural Area Socio-Economic Institutions	Establishing socio-economic institutions in rural areas	The establishment of socio-economic institutions in rural areas	Improved cooperation and coordination	Increase cooperation and coordination among industry players through discussion or deliberation activities	Strengthening of Socio-Economic Institutions in Rural Areas	Forming a Joint Village Owned Enterprise
			Institutional capacity strengthening	Increase community participation and build partnerships and alliances with other parties		

Source: Analysis Results, 2018

Activity Achievement Indicators and Funding Needs

Activity achievement indicators are a series of synergy models that become the standard to be used in assessing activities running according to the set targets. In addition, the achievement indicators of this activity are used to measure the success of achieving goals and targets in terms of implementing rural area development.

Funding needs are the total costs required to run a program and activity. This funding source can come from several sources such as the State Development and Expenditure Budget (APBN), Regional Development and Expenditure Budget (APBD), Village Development and Expenditure Budget (APBDes), community self-help, as well as collaboration with other parties.

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