

Sectoral Analysis of The Economic Potential Development to Support Government Policy in Banjar District, South of Kalimantan

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ABSTRACT

The COVID-19 pandemic situation, leadership succession, and changes in the RPJMD certainly provide challenges and opportunities for local governments to maintain the existence and sustainability of economic growth. Short-term solutions are needed to help leading sectors continue to have an impact on economic growth. Identification and specific strategies in determining leading sectors are essential in a pandemic condition where the economic situation is uncertain. The purpose of this study was to determine the sector that has the potential to be a leading, competitive, and fast-growing sector in regional development in Banjar Regency during and after the Covid 19 pandemic. This study used research methods and designs starting from the Quantitative-Qualitative Research Methods. Based on the study results, the determination of the leading sector based on the calculation ranking of LQ, Shift Share, and I - O uses slices and sees the most considerable contribution to GRDP and the workforce absorbed in that sector. 3 The main sectors that excel are Wholesale and Retail Trade, Repair of Cars and Motorcycles; Provision of Accommodation and Food and Drink; Agriculture, Forestry and Fisheries. Based on the results of the AHP analysis of the respondents, it shows that the priority policy criteria are prioritized on the development of the leading economic sector in Banjar Regency, with the priority being infrastructure development, the second being institutional improvement, while the investment aspect is the third priority. The aspect of market expansion becomes the fourth priority, and the fifth and sixth priorities are the development of Special Economic Zones and aspects of sustainability. Meanwhile, the farmer or the community, the actor or party that has the most crucial role in developing the leading sector in Banjar Regency based on the respondent's choice. The Government is considered the second most crucial actor in implementing leading sector activities due to the lack of basic facilities supporting economic and trade activities. Furthermore, Social Organizations and Private Parties or Investors as other important actors in developing leading sectors in Banjar Regency

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1. INTRODUCTION

In general, the objective of development in the economic sector, especially in the leading sector, is to accelerate economic growth, thereby creating healthy and dynamic economic stability and creating prosperity and welfare for the area's people. Market mechanisms encourage each region to move towards regions with *comparative advantage* (Tarigan, 2004; 75). Regional Government's success in establishing and developing a leading sector as an economic driver during a pandemic is also influenced by the succession of changes in the public leadership of regional heads in elections. Banjar Regency is one of the regions that will change the leadership of the Regent for the period 2021-2026 and is one of several regions that will hold simultaneous regional elections in South Kalimantan. Simultaneous regional head elections (*pilkada*) have been set for December 9, 2020. Under Perppu Number 2 of 2020 as a postponement of the elections due to Covid-19 (Banjar Newspaper, 2020). The change in the leadership of the regional head in Banjar Regency, which will be officially inaugurated in 2021, will undoubtedly cause a shift and reorientation of the Vision and Mission in the preparation of the latest document Banjar Regency RPJMD 2021-2016.

The Regional Head's (Regent of Banjar) vision and mission for the next five years will determine the direction and development strategy in the RPJMD document. In this context, the RPJMD strategy and program also explain what paradigm is used to carry out development in the region. This is very important because if there is an explanation of the development paradigm used, then the implementation of the RPJMD strategies can be evaluated based on the development paradigm they adhere to. In addition, by relying on the development paradigm, regional heads and regional apparatus as *agents of development* can construct or reconstruct the realities and phenomena of economic development in their regions (Maulana & Sulasdi, 2014). In simple terms, the RPJMD is stipulated by a Regional Head Regulation related to efforts to realize regional development planning that is systematic, directed, integrated, comprehensive, and responsive to change. These regional planning documents serve as guidelines and the basis for the preparation of various regional development planning documents, including determining the leading sector as the regional potential of Banjar Regency. Therefore, the RPJMD of Banjar Regency 2021-2016 can be the estuary of the entire five-year development implementation in the Banjar Regency area, which needs to be referred to by all development stakeholders in Banjar Regency in realizing the goals and targets of the leading sector development.

To map the achievement of development targets from the Vision-Mission of the Banjar Regency Regent in the Banjar Regency RPJMD 2021-2026, it is necessary to prepare a *road map* for Banjar Regency regional development planning for the next five years by taking into account the latest regulations, studies, and development planning approaches. The Banjar Regency RPJMD 2021-2025, which contains the instruments for the vision and mission of the elected Regent in 2021, will have more measurable performance and the fulfillment of public expectations. The RPJMD draft must also translate the political vision that flows from the vision to the program with measures that meet the rules to meet public expectations of regional development achievements. This is expected to overcome the risk of low public trust in regional head candidates' vision, mission, and programs so far. This has occurred because the substance of the vision and mission of regional heads is normative and duplicative (Salim, 2018). The study results in the Banjar Regency RPJMD will be used as a guide in determining priority programs and supporting leading sectors.

The problem of the Covid 19 pandemic, selecting regional heads (*Pilkada*) in Banjar Regency in 2020 and preparing the latest Banjar Regency RPJMD 2021-2016 will undoubtedly cause significant changes in the economic structure and leading sectors in Banjar Regency for the future. However, seeing and analyzing the leading sectors of regional potential must also be carried out holistically by correlating them following economic growth and leading sectors in the province of South Kalimantan. South Kalimantan Province based on area potential supported by management and development of leading sectors such as agriculture, forestry, and fishery sectors; the processing industry sector, the mining and quarrying sector can be carried out as optimally as possible and also supported by the development of quality human resources adequate. The emphasis and priority scale of local government plans for the next five years is placed on efforts to create a strong foundation and ability to seize opportunities and overcome challenges in line with the implementation of regional autonomy and economic globalization.

The economy of Banjar Regency in 2019 was characterized by the categories of Agriculture, forestry, and fisheries, where the contribution reached 17.76 percent. Other categories that have a significant contribution to Banjar Regency are wholesale and retail trade, repair of cars and motorcycles; Mining and excavation; and Construction. The four dominant categories contributed 57.49 percent to the total economy of Banjar Regency.

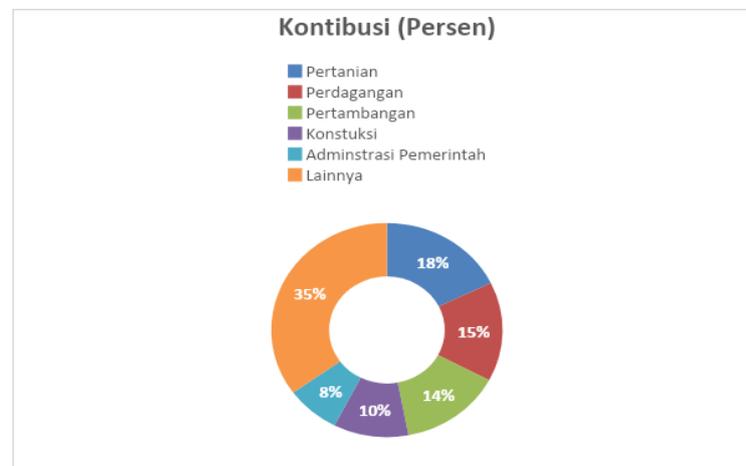


Figure 1. Economic Structure of Banjar Regency 2019.
Source: BPS, 2019 - Data Processed by the Author

The sector that dominates the economy of Banjar Regency is the tertiary sector. The average role of the tertiary sector from 2014 to 2018 reached 48.17 percent. The role of this sector is increasing every year. In the role of the primary sector, which in 2015 reached 36.56 percent to only 32.03 percent in 2019.



Figure 2. The Role of the GRDP Sector in Banjar Regency 2015 - 2019 (percent)
Source: BPS - 2019

During the 2015-2019 period, Banjar Regency was always above the economic growth of South Kalimantan Province except for 2017 and 2018. The economic growth rate of South Kalimantan province from 2015 to 2017 showed an improvement shown by increasing economic growth compared to previous years. Although in 2018 and 2019, it slowed down again. The slowdown phenomenon over the last two years in South Kalimantan will be more interesting if it is traced to districts/cities, although there are areas whose pattern is not the same as the pattern of South Kalimantan Province in general, given the differences in the natural resource base. The availability and management of these different resources are some reasons that can lead to differences in development activities. This difference in development activities ultimately causes spatially some regions to achieve fast growth.

On the contrary, it can also happen that some other regions experience slow growth (BPS, 2019). The GRDP value of the Banjar Regency at current prices in 2019 reached 16.62 trillion rupiahs. This figure has increased by 1.05 trillion compared to 2018, which reached 15.57 trillion. The increase was influenced by rising inflation and production in all business fields. The nominal value of GRDP is based on both current and constant prices.

The economic posture of Banjar Regency over the last few years shows that its style is economical still in the agrarian type. This can be seen from the significant dominance of the agricultural business category, which contributed 17.76 percent of the total GRDP of Banjar Regency in 2019. The other three sectors that contributed above 10% were the G Trade sector (14.98), Mining Sector B (14.27), and sector F, namely construction (10.48). During the last five years, it can be seen that the economic structure is still dominated by the category agricultural even though trends are declining. Then followed by the second position was the trading category with 14.98% in 2019. The category mining also continued to decline from 18.22% in 2015 to 14.27% in the position third in 2019. There has been a shift in position between mining and trade in 2019. This happened because of the implications of the decline in coal prices on the international market. The instability of coal demand since 2015 has resulted in a drastic downward trend. Most of the commodities mining the coal in Banjar Regency produced are exported abroad.

On the other hand, trends in other categories such as construction and trade have increased in the 2015-2019 period. In aggregate, the economy of Banjar Regency from 2015 to 2019 tends to fluctuate. In 2019, the Banjar Regency's economic growth showed a significant delay to 4.54 percent. This is because the performance of the mining business field, which was previously the second-largest contributor, declined to become the third contributor and experienced a significant decline in production so that its growth was negative and had an impact on the overall economic growth of Banjar Regency in 2019, which also experienced a slowdown from 5.0 percent to 4.54 percent. One of the main requirements in development is to realize prosperity. Besides being able to be seen in economic growth, this welfare also manifests inequitable distribution of economic growth. Welfare measures are pretty challenging to include in one comprehensive indicator because of the multidimensional problems behind them. However, much literature and academic studies use an alternative approach to the per capita GRDP variable (BPS, 2019).

On the hand other, there was also a shift in position between mining and trade in 2019. This was due to the implication of falling coal prices on the international market. The instability of coal demand since 2015 has resulted in a drastic downward trend. Most of the commodities the mining coal in Banjar Regency produced are exported abroad. Regional economic development is an activity in optimally managing and utilizing existing resources to stimulate regional economic development and community welfare. The development of this leading sector is expected to create more jobs and improve the quality and reach of public services for all levels of society in supporting regional economic development. The Banjar Regency Government needs to make policy priorities so that regional development can run according to plan and direction. Determination of policy priorities can be realized, one of which is determining the priority of leading sectors by looking at growth or development. Economic growth is often used as a reference to evaluate development performance.

2. METHOD

This research uses the Quantitative-Qualitative method (Mix Methods). The research design as shown below will explain the flow of thought this research was carried out, starting with the Quantitative-Qualitative Research Methods (Mix Methods); Type of Data (Primary Data and Secondary Data); Data Analysis Methods (Location Quotient Analysis, Shift Share, AHP); Results of Data Analysis, and Conclusions. To identify sectors, leading it is carried out using Location Quotient (LQ) analysis techniques. Location Quotient (LQ method) to analyze leading sectors. LQ analysis is intended to measure the degree of specialization of economic activities through a comparative approach (Hendayana, 2003). The results of the LQ value obtained will determine the economic sectors, which are the base and non-base sectors in Banjar Regency. After that, analysis data using a Shift Share analysis. Shift Share analysis is the technique used to analyze changes in the regional economic structure relative to the regional economic structure administrative higher as a comparison. (Widodo, 2006).

3. FINDINGS AND DISCUSSION

3.1 Base Sector

Analysis *Location Quotient* is a measure to determine the base sector or non-base in an area by comparing the economic sector at the bottom level with the economy at the top level, in this case, is the comparison of the GRDP value of Banjar Regency with the GRDP value of South Kalimantan Province. If the sector's LQ value is more significant than one, then the sector is a primary sector that can meet market needs in its region and outside the region and can be prioritized as a leading sector. On the other hand, if the LQ value of a sector is less than one, then the sector is not a non-basic sector that can only meet market needs in the area.

Determination of the leading sector is essential for the Government because it can be used as a benchmark in determining the leading sectors prioritized in economic development for the next time. LQ analysis in this study was conducted to determine the leading sectors in Banjar Regency. The determination of these leading sectors is needed so that the Regional Government can further increase regional income and community welfare by developing leading sectors or sectors that have potential in the economy in Banjar Regency to meet market needs within the region and outside the region concerned. The economic sector calculation results (LQ Analysis) are based on the 2015-2019 GRDP indicators based on 2019 constant prices in Banjar Regency.

3.3 Context of Leading Sector

The main factor determining regional economic growth is the demand for goods and services from outside the region so that local resources will be able to generate regional wealth and create job opportunities in the region. In other words, local resources, both natural resources and human resources owned by the region, are the key to a region's economy so that existing resources are economic potentials that can be developed optimally to contribute to economic growth.

Based on the results of the previous analysis *Location Quotient* (LQ), there are 9 (seven) essential sectors that play a role in regional economic growth where the LQ value is more significant than one ($LQ > 1$). Based on the ranking of the LQ assessments, there are 6 top rankings, namely Water Supply, Waste Waste Management, and Recycling, Other Services, Company Services, Provision of Food and Drink Accommodation, Electricity and Gas Procurement, Construction. Meanwhile, six sectors have competitiveness growth (RSG), namely Other Services, Information and Communication, Corporate Services, Mining and Excavation, Agriculture Forestry, and Fisheries, Electricity and Gas Procurement. Based on the input-output method, there are 6: Construction, Water Supply, Agriculture Forestry, Fisheries, Other Services, Wholesale and Retail Trade, Car and Motorcycle Repair and Government Administration, Defense and Mandatory Social Security. For this reason, this research will focus on 3 (three) sectors as leading sectors, namely:

1. Wholesale, Retail, Car and Motorcycle Repairs
2. Provision of Accommodation and food and drink
3. Agriculture, Forestry, and Fisheries

Interpretation of values from the results of analysis *Location Quotient* (LQ) and *Shift Share* of 17 (seventeen) GRDP sectors in Banjar Regency can be seen in Table 1 below:

Table. 1 Interpretation of Value Location Quotient (LQ) and Shift Share (SS)

	Business Sector (Sector)	LQ Analysis		Analysis of the Shift Share		
		Value	Meaning	PS (Mij)	DS (Cij)	Meaning
A.	Agriculture, Forestry, and Fisheries	$LQ > 1$	Base	$P < 0$ (negative)	$D < 0$ (negative)	Less developed and Lack of strong competitive ness
B.	Mining and Quarrying	$LQ < 1$	Non-Base	$P < 0$	$D > 0$	Less developed

						and
				(negative)	(Positive)	Strong competitive ness
C	Processing Industry	LQ<1	Non Basis	P < 0	D < 0	Less developed and
				(Negative)	(negative)	Less competitively strong
D	Electricity & Gas Procurement	LQ>1	Base	P > 0	D > 0	Fast growing and
				(Positive)	(positive)	Strong competitive ness
E	Procurement Water, Waste Management, and Waste Recycling	LQ>1	Base	P > 0	D < 0	Rapidly growing and
				(positive)	(negative)	Lack of strong competitive ness
F	Construction	LQ>1	Base	P > 0	D > 0	Rapidly growing and
				(Positive)	(positive)	Strong competitive ness
G	Wholesale and Retail Trade, Car and Motorcycle repair	LQ<1	Non-Basic	P > 0	D < 0	Fast development and
				(positive)	(negative)	Less competitively strong
	Transportation and Warehousing	LQ<1	Non-Basic	P > 0	D < 0	Rapidly growing and
				(positive)	(negative)	Less competitively strong
I	Provision of Food and Drink Accommodation	LQ>1	Basis	P > 0	D > 0	Rapidly developing and
				(Positive)	(Positive)	Strong competitive ness
J	Information and Communication	LQ>1	Basis	P > 0	D < 0	Rapidly growing and
				(Positive)	(negative)	Less highly competitive
K	Financial and Insurance Services	LQ>1	Base	P > 0	D > 0	Rapidly growing and
				(positive)	(positive)	Strong competitive ness

				$P > 0$	$D > 0$	Rapidly growing and
L	Real Estate	$LQ < 1$	Non-Basic	(positive)	(positive)	Strong competitiveness
				$P > 0$	$D < 0$	Rapidly developing and
M, N	Corporate services	$LQ > 1$	Base	(positive)	(negative)	Less competitive
						Very strong
	Government Administration, Defense			$P < 0$	$D > 0$	Less developed and
O	compulsory Social Security	$LQ > 1$	Base	(negative)	(positive)	Strongly competitive
				$P > 0$	$D < 0$	Rapidly developing and
P	Educational Services	$LQ < 1$	Non-Basic	(positive)	(negative)	Less highly competitive
				$P > 0$	$D > 0$	Overgrowing and
Q	Health Services and Social Activities	$LQ < 1$	Non-Basic	(positive)	(positive)	Competitive strong
R, S,				$P > 0$	$D < 0$	Growing rapidly and
	Other Services	$LQ > 1$	Non Base			Lack of strong competitive
T, U				(Positive)	(negative)	ness

Source: Processed data, 2020

Table 1 above shows that there is one base sector with fast growth and is highly competitive, namely the Manufacturing Industry sector, and there is also one base sector but has slow growth and has low competitiveness, namely the Water Supply, Waste Management, Waste and Recycling sectors. The interpretation of the value Shift Share in table 10 above will be classified according to sector growth to see sectors that are growing fast, potential sectors, developing sectors, and lagging sectors. The sector classification is based on the results of the analysis *Shift Share* (GRDP growth ratio) of Banjar Regency in 2012-2016. The GRDP sectors of Banjar Regency are divided into four quadrants, with the following explanation:

1. **Quadrant I:** The developed and fast-growing sectors are sectors that have high growth and high competitiveness. Sectors included in this classification are the electricity and gas procurement sector; Construction sector, providing Accommodation and food and drink; Financial Services and Insurance sector; Real Estate sector; Health Services and Social Activities sector.

2. **Quadrant II:** Potential Sector is a sector with slow growth but highly competitive. Sectors included in this classification are indicated by only one sector, namely the Mining and Quarrying sector.

3. **Quadrant III:** Developing Sector is a sector that is growing high but not competitive. Sectors included in this classification are indicated by the Water Supply, Waste Management, Waste and Recycling sectors; Wholesale and Retail Trade, Car and Motorcycle Repair; transportation and warehousing sector; Information and Communication sector; Corporate Services sector; Education Services sector; Other Services sector.

4. **Quadrant IV:** Lagging Sector is a sector with slow growth and low competitiveness. The sectors included in this classification are the Agriculture, Forestry, and Fisheries sectors; Management Industry sector; Government Administration, Defense, and Mandatory Social Security sectors.

The conclusion of the calculation results based on the slice method:

BASIS	PERTUMBUHAN (IMG)	DAYA SAING (RSG)	I-O
PERTANIAN	INFOKOM	JASA LAINNYA	KONSTRUKSI
LISTRIK DAN GAS	JASA PERUSAHAAN	INFOKOM	PENGADAAN AIR
KONSTRUKSI	PERDAGANGAN BESAR	JASA PERUSAHAAN	PERTANIAN
AKOMODASI	JASA LAINNYA	PERTAMBANGAN	JASA LAINNYA
INFOKOM	PENDIDIKAN	PERTANIAN	PERDAGANGAN BESAR
JASA KEU	AKOMODASI	LISTRIK DAN GAS	ADPEM
JASA PERUSAHAAN			
ADPEM			
JASA LAINNYA			

Figure 3. the Calculation Results Using the Slice Method

Based on the Calculation Results Using the Slice Method, it can be concluded:

1. Being on these four criteria are: Other Services
2. Located on the three criteria are:
 - a. Information and Communication
 - b. Agriculture Forestry and Fisheries
 - c. Company services
3. Located on these two criteria are:
 - a. Wholesale Trade and Retail, and Repair of Cars and Motorcycles
 - b. Provision of Food and Drink Accommodation
 - c. Provision of Electricity and Gas
 - d. Construction
 - e. Government Administration, Defense, and Mandatory Social Security

There are three leading sectors in Banjar Regency: Wholesale and Retail Trade, Repair of Cars and Motorcycles; Provision of Accommodation and Food and Drink; Agriculture, Forestry and Fisheries.

3.4 Determination of Strategic Priority for Leading Sector Development

Based on the results of the LQ and Shift Share analysis, it is continued with the use of the AHP (*Analytical Hierarchy Process*). The AHP method is an analytical tool that can be used to solve 'problems *decision making* in setting policy priorities based on the assessments/opinions of resource persons (in this case, officials from agencies related to the regional development sector). In the AHP (method, there *Analytical Hierarchy Process*) are several policies which become key respondents, namely:

- 1) Head of Bappelitbang Agency
- 2) Head of Manpower and Transmigration
- 3) Office Head of Fisheries
- 4) Office Secretary of Culture and Tourism Office
- 5) Head of Research and Development, Data & Information Bappelitbang
- 6) Head of Head of Planning, Control, and Evaluation Bappelitbang
- 7) Head of Head of economics Bappelitbang
- 8) Head of Head of SB & HR Bappelitbang
- 9) Head of Regional Balance & BPS Analysis
- 10) Head of Plantation Disnakhun
- 11) Head of Opt Disnakhun
- 12) Head of PN DPMPSTP

- 13) Head of Resources and Counseling Disnakbun
- 14) Head of Trade Department of Industry and Trade
- 15) Head of Agrogynology Office of Industry and Trade
- 16) Head of Planning Department of Industry and Trade
- 17) Head of Department of Planning and Finance Food Security
- 18) Head of Physical and Infrastructure Bappedalitbang
- 19) Division Acting Head of Animal Husbandry and Animal Health Disnakbun
- 20) Head of DTPH
- 21) Head of TPH Head of Food Security and Horticulture Office
- 22) Head of PPK Disperindag
- 23) Head of Sub-Division of the Economy, Economy and S. DA

AHP is used to determine the priority of the leading sector development strategy of Banjar Regency, which is compiled based on a hierarchy of problems and expert respondents' opinions. The results of the AHP analysis, which includes four hierarchical levels, namely (1) Policy Priorities, (2) Sub-criteria, (3) Actors, and (4) Policy Choice Strategies, the following is an explanation of the results of the AHP analysis:

1. Policy Priorities

The following are aspects the most priority as the criteria for developing the leading economic sector of Banjar Regency.

Table 2. Policy Priorities

No	Criteria	Weighting Value (Weight)	+/-
1.	Investment Aspect	17.5%	2.5%
2.	Infrastructure Development	18.6%	4.7%
3.	Institutional Improvement	17.9%	3.3%
4.	Market Expansion Aspect	15, 6%	2.2%
5.	Sustainability Aspect	15.0%	2.8%
6.	Special Economic Development	15.4%	2.5%

The combined opinion based on the results of the AHP analysis of the respondents shows that the criteria that are prioritized for the development of the leading economic sector in Banjar Regency, with the priority being infrastructure development (18.6%). The choice of priority on the importance of infrastructure is by the infrastructure's carrying capacity, which is still very lacking. Meanwhile, institutional improvement weights 17.92%, and investment aspect weights 17.5%. While the Market Expansion Aspect (15.6%), Special Economic Development 15.4%. And Sustainability Aspect 15.0%.

The main criteria in this policy priority are then given more specific sub-criteria, namely, Sub-criteria 1. Expanding Investment, Sub-criteria 2. Infrastructure, Sustainability, and Development of Special Economic Zones, Sub-criteria 3. Creating Market Expansion with Open Trade.

2. Sub-Sub criteria

1. Expanding Investments

It is related to Sub-criteria 1. Expand investment, sub-criteria for developing the leading sector in Banjar Regency, which is a priority to expand investment. There are three factors, namely: (1) investment in aquaculture research (B1); (2) Rural social investment and education services (B2); (3) Marketing investment (B3). The following are the results of the AHP analysis for the first sub-criteria.

Table 3. Sub-Criteria for Expanding Investment

No	Criteria	Weight of Value (Weight)	+/-
1	B1 (Research and Cultivation Investment)	22.5%	0.9%
2	B2 (Social Investment & Educational Services)	38.7%	1.6 %
3	B3 (Marketing Investment)	38.8%	1.6%

Explanation :

B1: Investment in cultivation research

B2: Investment in rural social and educational services

B3: Marketing investment

The sub-criteria that becomes the respondent's priority choice in expanding investment is marketing investment, with a weight value of 38.8%. The second sub-criteria that becomes the respondent's priority choice is social investment and education services, with a weighted value of 38.7%. The third priority of respondents' choice is Research and Cultivation Investment, with a weight of 22.5%.

Sub-criteria 2. Infrastructure, Sustainability, and Development of Special Economic Zones

The sub-criteria that become the priority of respondents' choices in Sustainability and Development of Special Economic Zones are (1) input-based industrial development (B1); (2) infrastructure development based on leading commodities (B2) and (3) *Roadmap* for leading industries (B3). The following are the results of the AHP analysis for the second sub-criteria.

Table 4. Sub-criteria for Infrastructure, Sustainability, and Special Economic Zone Development

No	Criteria	Weight of Value (Weight)	+/-
1	B1 (input-based industrial development)	20.1%	2.1%
2	B2 (Primary commodity-based infrastructure development)	57.5 %	6.1%
3	B3 (<i>Roadmap</i> of leading industries)	22.4%	2.4%

The main priority of respondents' choice in sustainability and development of special economic zones is to develop infrastructure based on superior commodities with a value weight of 57.5%. The choice to create a *roadmap is the* leading agricultural industry the second choice with a weight value of 22.4%. At the same time, the manufacture of input-based industrial development gets a weighted value of 20.1%.

Sub-criteria 3. Creating Market Expansion with Open Trade,

The sub-criteria that become a priority to create market expansion with open trade are three factors, namely inter-regional marketing, e-marketing, the master plan for mainstay areas/exceptional economy. The following table explains:

Table 5. Sub-criteria for Creating Market Expansion with Open Trading

No	Criteria	Weight of Value (Weight)	+/-
1	B1 (Inter-regional marketing)	28.7%	0.9%
2	B2 (E-marketing)	38.3%	1.1%
3	B3 (Master Plan for Mainstay Regions/Special Economics)	33.1%	1.0%

The respondent's main priority in creating market expansion with an open trade is *e-marketing*, with a weighted value of 38.3%. Marketing with a pattern is *e-marketing* inter-regional or

district essential as a supporter of leading sector development. A sound marketing system will increase the added value of the sector's activities. The choice to create an *electronic marketing* or *e-marketing system* is the first choice. Meanwhile, the *master plan* for the mainstay area/extraordinary economy to create a comprehensive development weighs 33.1%. Meanwhile, inter-regional marketing gets a weighted value of 28.7%.

3. Actors/parties involved or playing an important role

Actors/parties involved or playing an essential role in the development of the leading sector of the regional economy in Banjar Regency are as follows:

Table 6. Actors/parties involved or play an essential role

No	Criteria	Weighting (Weight)	+/-
1.	Government	26.2%	5.2%
2.	Social Organization	24.5%	2.6%
3	Farmers or Community	27.5%	7.4%
4.	Private or Investor	21.8%	4.7%

Actors or parties who have the most ownership an essential role in developing the leading sector in Banjar Regency based on the respondent's choice is the farmer or the community with a weighted value of 27.5%. Farmers or communities are considered the most important actors in implementing the development of leading sector activities because the active involvement of farmers/communities significantly boosts the economy of the leading sector. The second place is the Government with a weight of 26.2%. The Government is considered the second most crucial factor in developing leading sector activities due to the lack of basic facilities supporting economic and trade activities. Furthermore, Social Organizations weigh 24.5%, and private parties or investors weigh 21.8%.

4.Strategies in Leading Sector Development.

The strategies in developing the leading sector of the regional economy in Banjar Regency are as follows:

Table 7. Strategy for the Development of the Leading Sector

No	Criteria for	Weight Value (Weight)	+/-
1	Strengthening policies and emphasizing superior commodities and reorienting one village one product so that each region/village/sub-district has a specification of sector excellence	16.6%	2.8%
2	Improvement of infrastructure or support for infrastructure that can facilitate connectivity between regions and <i>supply chain</i> development of leading sectors.	27.5%	1.6%
3	Accelerate the application of technology, investment, and human resources to implement economic development based on only commodities.	29.9%	4.9%
4	Equal distribution of support for economic development facilities, primarily through optimizing the utilization of human resources potential.	26.0%	3.6%

Priority of the policy in developing the leading sector in Banjar Regency is the acceleration of the application of technology, investment, and human resources to implement economic development. Based on only commodities as an essential and primary aspect with a value weight of 29.9%, The second priority, namely, Improvement infrastructure or infrastructure support that can facilitate connectivity between regions and supply chain development of leading sectors with a weighted value of 27.5%. The third priority is Equitable support for economic development facilities, especially by optimizing human resource potential with a weighted value of 26.0%. The fourth priority with a score of 16.6% is strengthening policies, emphasizing superior commodities, and reorienting *one village one product* so that each region/village/sub-district has a specific sector advantage.

CONCLUSION

Based on the LQ calculation, the primary sectors are Agriculture, Forestry, and Fisheries; Electricity and Gas Procurement, Water Supply, Waste Management, Waste, and Recycling; Construction; Provision of Food and Drink Accommodation; Financial Services and Insurance; Company Services; Government Administration of Defense and Mandatory Social Security. Based on the calculation of Shift share based on proportional changes (IMG), the primary sectors are Information and Communication; Company Services; Wholesale and Retail Trade, Car and Motorcycle Repair; Other Services; Education Services; Provision of Food and Drink Accommodation. Shift share based on competitiveness growth (RSG): Other Services; Information and Communication; Company Services; Mining and excavation; Agriculture, Forestry, and Fisheries; Electricity and Gas Procurement.

Based on the calculation of Input-Output, the primary sectors are Construction; Water Supply, Waste Management, Waste, and Recycling; Agriculture, Forestry and Fisheries; Other Services; Wholesale and Retail Trade, Car and Motorcycle Repair; Government Administration of Defense and Mandatory Social Security. Based on Quadrant I: Electricity and Gas Procurement; Construction; Provision of Food and Drink Accommodation; Financial Services and Insurance; Real Estate; Health Services and Social Activities. Based on the slice method:

Being on the four criteria are Other Services. The three criteria are Information and Communication; Agriculture, Forestry, and Fisheries; Company Services. The two criteria are: Wholesale and Retail Trade, Repair of Cars and Motorcycles; Provision of Food and Drink Accommodation; Electricity and Gas Procurement; Construction; Government Administration, Defense, and Mandatory Social Security.

The three (3) leading sectors in Banjar Regency are Wholesale and Retail Trade, Car and Motorcycle Repair; Provision of Accommodation and Food and Drink; Agriculture, Forestry, and Fisheries. The priority criteria for policy prioritize the development of the leading economic sector in Banjar Regency, with the priority being infrastructure development, the second being institutional improvement, while the investment aspect is the third priority. The aspect of market expansion becomes the fourth priority, and the fifth and sixth priorities are the development of Special Economic Zones and aspects of sustainability. Actors or parties who have the most crucial role in developing the leading sector in Banjar Regency based on the respondent's choice are the Farmers or the Community. Farmers or communities are considered the most important actors in implementing the development of leading sector activities because the active involvement of farmers/communities significantly boosts the economy of the leading sector. The second order is the Government. The Government is considered the second most important actor in implementing the development of leading sector activities due to the lack of basic facilities supporting economic and trade activities.

Furthermore, Social Organizations and private parties or investors are other important actors in developing leading sectors in Banjar Regency. The policy priority in the development of leading sectors in Banjar Regency is the acceleration of technology, investment, and human resources to implement economic development based on only commodities as an essential and central aspect. The second priority is improving infrastructure or supporting infrastructure that can facilitate connectivity between regions and supply chain development of leading sectors—third priority is Equal distribution of support for economic development facilities, primarily through optimizing human resources potential. The fourth priority is strengthening policies, emphasizing only commodities, and reorienting *one village one product* so that each region/village/sub-district has specific sector advantages.

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