

Local Economic Development Strategy Based on Agricultural Potential in Jatisari Village

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ABSTRACT

Jatisari Village has great potential in the agricultural sector which can be utilized to develop the local economy and improve community welfare. However, the development of this sector still faces various challenges, such as limited market access, low adoption of agricultural technology, and lack of capital for farmers. This research aims to analyze effective strategies in developing the local economy based on agricultural potential in Jatisari Village. The research approach used is descriptive qualitative, with data collection methods through in-depth interviews, field observations and documentation. The research results show that modernizing agricultural technology, increasing farmer capacity through training, and strengthening local institutions such as cooperatives and farmer groups are strategic steps to accelerate village economic growth. In addition, collaboration between village governments, the private sector and communities is very important to expand market access and increase productivity. In conclusion, a strategy that focuses on improving technology, developing farmer capacity, and strengthening institutions can significantly improve the economy of Jatisari Village and create sustainable economic development. It is hoped that this research can become a reference for other villages with similar characteristics to develop their local potential through a more efficient and productive agricultural sector.

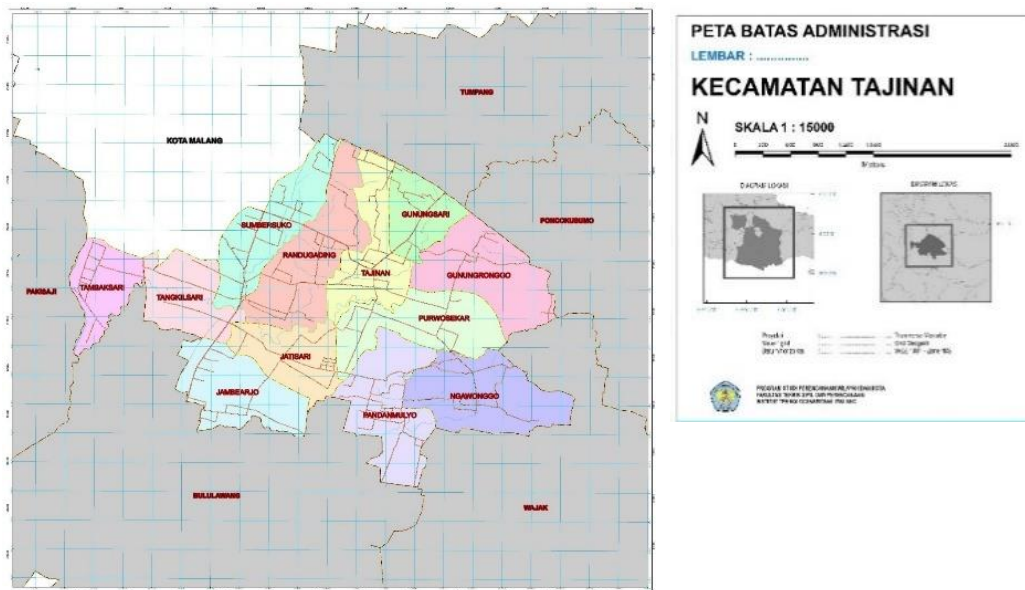
Keywords : *economic development, agricultural potential, Jatisari Village, agricultural technology, local economy.*



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INTRODUCTION

A village is a legal community unit with defined territorial boundaries and the authority to regulate and manage the interests of the local community, based on local origins and customs that are recognized and respected within the Indonesian government system (Article 1, paragraph 12, Law No. 32 of 2004 concerning Regional Government). The implementation of development at the smallest level begins with a sound village planning system, through integrated and participatory planning, adhering to all applicable regulations and involving all community stakeholders. It is hoped that the Village Government can determine priorities, coordinate, and organize to further harmonize and align development within its village area with community needs and the government's hierarchical development planning.



Map 2.1 Administrative Map of Tajinan District
Source Argis 2025

The purpose of compiling this Village Profile is to document village profile data, including characteristics of village potential, including natural resources, human resources, and institutional development. It also identifies village developments, thus providing guidance in determining the direction of village development. This Village Profile document serves as a reference for coordinating, integrating, and synchronizing village program policies, published in the media, providing village profile data and information in a more engaging and informative format.

Economic development in rural areas plays a crucial role in supporting national economic growth. Villages, as the smallest units within the government system, play a vital role in local economic development, particularly through the agricultural sector, which is often the primary pillar of the village economy. Jatisari Village, with its significant agricultural potential, has a significant opportunity to optimize this potential to improve the welfare of its community. Appropriate strategies for developing a local economy based on agricultural potential can positively impact sustainable economic development in this village (Nugroho, 2018).

Agriculture is the dominant economic sector in most rural areas in Indonesia, including Jatisari Village. Based on data from the Central Statistics Agency (2020), the majority of the village's population works in the agricultural sector, either as farmers, livestock breeders, or workers in agricultural processing. However, despite the significant agricultural potential in Jatisari Village, local economic development through this sector still faces various challenges, such as limited market access, suboptimal technology, and limited capital. Therefore, an appropriate development strategy is needed to maximize this agricultural potential (BPS, 2020).

Local agricultural-based economic development in Jatisari Village can be achieved through several approaches, including improving the quality of human resources, modernizing agricultural tools and technology, and strengthening access to broader markets. Furthermore, collaboration between the government, the private sector, and the community is essential to creating a conducive economic ecosystem. Various government programs supporting rural economic development, such as the Independent Village Program, can also be integrated with the local potential in Jatisari Village (Sukmana, 2019).

Given Jatisari Village's significant agricultural potential, this study aims to analyze strategies for developing a local economy based on agricultural potential. This research is expected to provide a clear picture of the steps needed to improve the village economy and contribute to economic development policies in other rural areas in Indonesia. Optimal utilization of agricultural potential can lead Jatisari Village towards more inclusive and sustainable economic growth (Widianto, 2021).

RESEARCH METHODS

This study employs a qualitative descriptive approach to gain a profound understanding of local economic development strategies, specifically those rooted in the agricultural potential of Jatisari Village. Primary data collection was meticulously conducted through in-depth interviews involving local farmers, respected community leaders, and diligent village officials. This was complemented by direct, on-site observation of the prevailing agricultural conditions and existing village infrastructure. The combined methods aimed to capture a comprehensive picture of the current state and practices within the community.

Supplementary information was also gathered from various documented sources, including official village reports and relevant agricultural statistics. Subsequently, all collected data underwent a systematic thematic analysis, allowing for the categorization of insights based on key recurring themes. These themes encompassed critical areas such as the village's agricultural capacity, the effectiveness of market access, the adoption and impact of agricultural technology, and the strength of existing institutional frameworks. This holistic approach aimed to comprehensively reveal both the inherent challenges and promising opportunities in the village's economic advancement, thereby laying a robust foundation for formulating sustainable and effective agriculture-based development strategies.

RESULTS AND DISCUSSION

Local economic development in Jatisari Village, based on agricultural potential, plays a crucial role in improving the welfare of the local community. Agriculture is the dominant sector in this village, with the majority of the population relying on agricultural products as their primary source of livelihood. However, agricultural productivity still faces challenges such as inadequate technology and limited market access. One proposed solution is agricultural modernization through the use of more sophisticated technology, such as modern agricultural tools and the use of digital technology for agricultural product distribution. The use of appropriate technology can increase production efficiency and expand access to larger markets, ultimately increasing farmer incomes (Mardikanto, 2017).

Furthermore, increasing farmer capacity through training is also key to the success of agriculture-based economic development in Jatisari Village. Training in modern agricultural techniques, farm management, and the use of information technology is crucial for shifting farmers' paradigms from mere producers to entrepreneurs capable of managing their farms more effectively. Community empowerment and training programs involving the village government, educational institutions, and the private sector can also strengthen farmers' abilities to face the challenges of an increasingly competitive market (Saragih, 2019). This capacity development, if implemented consistently, will increase agricultural productivity and open up opportunities for market expansion, both locally and nationally.

Institutional strengthening, such as cooperatives and farmer groups, also plays a crucial role in economic development in Jatisari Village. Cooperatives can provide farmers with access to capital, collectively manage their produce, and strengthen their bargaining power in the market. With strong institutions, farmers can sell their products at more favorable prices and gain access to a wider market (Suharto, 2020). Effective collaboration between the village government, the private sector, and microfinance institutions can strengthen these institutional structures and ensure the sustainability of local agriculture-based economic development (Sukirno, 2018). With a comprehensive and collaborative strategy, the agricultural potential of Jatisari Village can be optimally utilized to support sustainable economic growth (Widiarto, 2021).

The economic aspect relates to meeting community needs, including the production, distribution, and consumption of goods and services. This aspect focuses more on matters related to the agricultural, plantation, and livestock sectors. The economic aspect is also crucial in any region or area. This aspect can support the development of a region or area, and the economic sector is a crucial factor in assessing development, as it serves as a benchmark for success (Puspita 2022). The sub-sectors supporting the economy in Tajinan District include trade and services, and the agricultural sector, including horticulture and plantations, which will be discussed below.

a. Trade Sector

The wholesale trade sector includes companies or industries that tend to buy in large quantities directly from factories for resale, such as wholesalers, exporters, and importers. Retailers buy from wholesalers and sell directly to consumers.

The trade sector is crucial for accelerating economic growth and equity, and makes a significant contribution to creating business opportunities, expanding employment opportunities, and increasing income. The number of trade and service sectors in Tajinan District can be seen in the following table.

Table 1. Number of Trade and Services per Village in Tajinan District 2022

No	Name of Village/Subdistrict	Types of Trading Facilities						
		Shops	Markets and Permanent Buildings	Markets with Semi Permanent Buildings	Super market Shop	Grocery Stall	Restaurant	Stall/Food Shop
1	Tambaksari	1	-	-	4	28	2	23
2	Tangkilsari	-	-	-	-	43	1	10
3	Jambearjo	-	-	-	-	21	-	16
4	Jatisari	-	-	-	-	21	-	6
5	Pandanmulyo	-	-	-	-	57	-	5
6	Ngawonggo	1	1	-	-	49	-	17
7	Purwosekar	-	-	-	1	71	-	16
8	Gunungronggo	-	-	-	-	32	-	12
9	Gunungsari	5	-	-	1	15	-	1
10	Tajinan	1	1	1	3	61	-	25
11	Randugading	-	-	-	1	44	-	7
12	Sumbersuko	1	-	-	2	91	-	3
Tajinan District		9	2	1	12	533	3	141

Source Tajinan District in Figures 2022

Based on the table of trade and services in Tajinan District, the largest number of trade and services is shops/grocery stalls, with 553 units spread across 12 villages/sub-districts. This table presents data on the types of trade facilities in each village or sub-district in Tajinan District based on 2022 data. Several categories of trade facilities are recorded, including shops, markets with permanent and semi-permanent buildings, supermarkets, grocery stores/stalls, restaurants, food stalls, and food stalls. The total number of each type of trade facility is presented for each village or sub-district.

According to the table, Tambaksari Village has 1 permanent shop, 4 supermarkets, 28 grocery stalls, 2 restaurants, and 23 food stalls. Tangkilasari Village has 1 semi-permanent market, 43 grocery stalls, 1 restaurant, and 10 food stalls. Jambearjo Village has 1 semi-permanent market, 21 grocery stalls, and 16 food stalls. Meanwhile, Jatisari Village has 21 grocery stores and 6 food stalls, with no market or supermarket. Other villages, such as Pandanmulyo and Ngawonggo, exhibit a more diverse number of trading facilities. Pandanmulyo has the largest number of grocery stores, at 57, with an additional 5 restaurants and 1 food stall. Ngawonggo has 49 grocery stores, 17 food stalls, and 1 restaurant. Summersuko Village has the second-largest number of grocery stores, at 91 grocery stores and 31 food stalls, although it lacks a permanent market.

Overall, Tajinan District has a total of 9 permanent markets, 2 semi-permanent markets, 1 supermarket, 533 grocery stores, 3 restaurants, and 141 food stalls. This data indicates that grocery stores dominate the type of trading facility in this district, followed by food stalls scattered throughout many villages and sub-districts.

b. Horticultural Agriculture Sector

This table shows production data for various crops in Tajinan District for five years, from 2018 to 2022. The crops listed in the first table include shallots, garlic, spring onions, galangal, tomatoes, large chilies, cayenne peppers, and several other vegetables. The second table includes crops such as peanuts, long beans, chayote, and eggplant. Based on the data, shallot production showed a consistent increase from 2018 to 2022, with the highest production reaching 167 tons in 2022. Tomato production also experienced a significant increase, particularly in 2022, with production reaching 1,209 tons. Conversely, galangal production tended to fluctuate, with a sharp decline in 2021 before experiencing a slight increase in 2022.

Chili and cayenne pepper production also experienced variations over the five years. Large chili pepper production increased in 2022 after declining in previous years, while cayenne pepper production was more stable, despite a slight decline in the last year. Eggplant and tomato crops showed a positive trend, with eggplant production continuing to increase to 826 tons in 2022. Overall, this data illustrates a fairly dynamic agricultural production trend in Tajinan District. Some crops, such as shallots and tomatoes, experienced significant increases in production, while others, such as galangal and chili peppers, showed fluctuations. This increase could be due to various factors such as climate change, farming methods, or market demand.

Table 2. Horticultural Agriculture Sector

Crop Type	Year				
	2018	2019	2020	2021	2022
Shallot	-	-	513	107	107
Garlic	-	-	-	-	-
Leek	-	-	75	124	-
Potato	-	-	-	-	-
Cabbage	8470	4161	1656	1662	1662
Bok choy/Mustard greens	3095	2036	1896	2028	2028
Carrot	-	-	-	50	-
Radish	-	-	-	-	-
Red beans	-	-	-	-	-
Long beans	10105	1853	3153	821	-
Chayote	-	-	100	-	-
Large chili	-	2080	1805	1964	1964
Bird's eye chili	13676	5819	4650	8247	8247
Tomato	22346	4391	3835	1649	1649
Eggplant	14485	2714	3013	3200	3200
Green beans	9145	1403	1658	1631	-

Source Tajinan District in Figures and the Food Crops, Horticulture, and Plantation Service 2022

c. Plantation Sector

The plantation subsector is a subsector of the agricultural sector that can increase foreign exchange and absorb labor. The government prioritizes the plantation subsector because it has high export appeal to developed countries (Soediono 1989).

Table 3. Plantaion Sector 2018-2022

Types of Plants	Year				
	2018	2019	2020	2021	2022
Palm Oil	-	-	-	-	-
Coconut	293	388	388	280	278

Rubber	-	-	-	-	-
Coffee	17	19	20	30	29
Cocoa	24	11	27	50	53
Sugarcane	813	816	763	8610	8613
Tea	-	-	-	-	-
Tobacco	38	36	42	40	39

Source Tajinan District in Figures and the Food Crops, Horticulture, and Plantation Service 2022

This table presents data on plantation crop production in Tajinan District for five years, from 2018 to 2022. Eight types of crops are listed: oil palm, coconut, rubber, coffee, cocoa, sugar cane, tea, and tobacco. However, not all crops experience production every year, with no production recorded for oil palm, rubber, and tea in the five-year period.

Coconut production fluctuates, peaking at 388 tons in 2019 and 2020, but declining to 278 tons in 2021 and 2022. Coffee production also experienced a gradual increase, from 17 tons in 2018 to 29 tons in 2022, reflecting a positive trend in this crop's production.

Cocoa crops showed significant growth, with production jumping from 24 tons in 2018 to 53 tons in 2022. A sharp increase was seen in 2021, when production reached 50 tons, and continued to increase through 2022. Tobacco, on the other hand, experienced more stable fluctuations, with production ranging from 36 to 42 tons during the period.

Sugarcane recorded a significantly higher production volume than other crops, with production remaining stable from 2018 to 2020 at around 800 tons, and then increasing dramatically in 2021 and 2022, reaching over 8,600 tons. This demonstrates that sugarcane is one of the region's primary plantation commodities.

CONCLUSION

Jatisari Village has significant potential in the agricultural sector, serving as a key driver of the local economy. With a diverse range of agricultural commodities, including rice, vegetables, and fruit, the village can maximize production to improve community well-being. One strategy that can be developed is improving the quality and quantity of agricultural produce through the use of modern agricultural technology and access to broader markets. By strengthening supporting infrastructure, such as roads, irrigation, and storage facilities, Jatisari Village's agricultural potential can be further developed.

However, several challenges remain in developing this agriculture-based economy. One is the limited human resources skilled in agribusiness and agricultural technology. Furthermore, access to capital and more competitive markets is a challenge for farmers. Therefore, intervention from the local government and relevant parties is needed to provide training, access to capital, and facilitate the marketing of agricultural products, so that Jatisari Village can realize its full potential in a sustainable agricultural sector.

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