

# Strategy for Strengthening Village Potentials: An Effort to Improve the Economy and Development in Karama Village, Tinambung District, Polewali Mandar Regency

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**Abstract**— Karama Village is one of the villages in the Tinambung District, Polewali Mandar Regency. This village is located in the coastal area and is one of the centers of fishery production in Tinambung District. In addition to large fishery production, Karama Village also has tourism potential in the form of coastal and cultural tourism objects. However, the potential of natural resources in Karama Village has not yet provided a maximum economic impact on village development and the welfare of its people. This can be seen in people's lives, which is not good because the environment where they live is slums, many children drop out of school, and most of the people still live below the poverty line. The condition of Karama Village is a description of most of the villages in Polewali Mandar Regency. Karama Village shows that the potential of natural resources that are not maximized will be a problem in improving the economy and village development. Therefore, it is necessary to study the strategy of strengthening village potential in an effort to improve the economy and village development. The research methodology used in this study is a qualitative analysis formulated through three analytical methods, namely: SWOT analysis, Penta helix analysis, and AHP (Analytical Hierarchy Process) analysis. The results of the study from the three analyses above show that a strategy to improve economic conditions in Karama Village has potential as a Minneapolis area, where part of the territory has the main economic function consisting of production, processing, marketing, and fishery commodities. The strategy related to improving stakeholder cooperation, providing facilities, and increasing public interest. The potential of the village as a Minneapolis area is expected to become a center of economic growth and become a center of fishery production as a driver of the people's economy, which not only has an impact on the welfare of the village community but also contributes to the development of the Polewali Mandar Regency.

**Keyword**—Karama Village, Minneapolis, economic improvement.

## I. INTRODUCTION

POLEWALI Mandar Regency has great natural resource potential, both from land and sea. Based on Polewali Mandar's GRDP data in 2021, it shows that sectors in agriculture, forestry, and fisheries are the largest contributors to GRDP. Due to economic growth in agriculture, forestry and fisheries for the past five years, the three sectors have not yet made their maximum contribution to the economic growth of Polewali Mandar Regency. This happened because of fluctuating production changes in the sectors [12]. The fact that Polewali Mandar Regency is one of the marine regions in the Province of West Sulawesi and is situated near the shore offers additional benefits for boosting the region's economic potential through the fisheries industry, particularly catch fisheries. According to data from the DKP of West Sulawesi Province in 2022, Polewali Mandar Regency contributed 41% of the province's total fishing production in 2021, followed by Mamuju Regency with 30%, Majene with 14%, Central Mamuju with 2%, and Pasangkayu Regency with 13%. As a result, this demonstrates that Polewali Mandar Regency contributes more to satisfying the needs of capture fisheries in West Sulawesi Province.

In line with this, the maritime strategic location of Polewali Mandar Regency also provides opportunities to increase the economy through the development of coastal tourism potential. Many of the strategic environmental conditions for marine tourism objects have been exploited and are increasingly attracting the attention of tourists. This can be seen from foreign tourist visits, which continue to increase from year to year. In addition to the potential for marine tourism, there is also a chocolate processing factory and a typical Mandar culture as potentials in the development of tourism in Polewali Mandar Regency, with an emphasis on marine tourism as a tourism icon, supporting Patu'du as a cultural icon of the Polewali Mandar district community.

One of the villages in the Polewali Mandar Regency's Tinambung Sub-District, which is situated in a coastal area and serves as the hub of fishing activity in Tinambung District, is Karama Village. According to BPS data from Polewali Mandar Regency in Figures for 2022, the amount of fishing production in Tinambung District is 5,403 tons.

Karama Village also offers tourism potential in the form of coastal and cultural tourism items in addition to its significant fishery industry. Because of the attractiveness of the turquoise water and white sand, Galetto Beach is one of the tourist destinations that has the potential to flourish. As a kind of reciprocal cooperation for the fishing community, the locals on this beach also engage in fishing operations and the custom of boat service. This demonstrates the existence of a unique cultural tradition that has the potential to contribute to Karama Village's cultural tourist industry.

The potential of diverse natural resources and unique culture in Karama Village has not yet provided a maximum economic impact on village development and the welfare of its people. This can be seen from people's lives, which is not good because the environment in which they live is outside of school and most of the people still live on the poverty line, where there are still many fishermen who depend on middlemen and use traditional fishing gear, so that the fish catches of fishermen are not optimal. In addition, poor coastal environmental conditions caused by the large amount of garbage along the coast have caused environmental pollution to the sea and marine ecota. This not only threatens fishing production but also damages the beauty of the coast. The problems that occur in Karama Village are the impact of the lack of community human resource capacity in maximizing and optimizing the potential of the resources in their village. So, to increase the capacity of the community, the role of various stakeholders is needed.

The condition of Karama Village is a description of most of the villages in Polewali Mandar Regency. Karama Village shows that the potential of natural resources that are not maximized will be a problem with village development and improving the village economy. In addition, this will also have an impact on the less-than-optimal production of sectors in the fields of agriculture, forestry, and fisheries, which are the largest contributors to the GRDP in Polewali Mandar Regency.

Therefore, it is necessary to study strategies to strengthen the potential of the village as an effort to improve development and the economy in the village of Karama. The results of this study are expected to provide an overview of appropriate strategies for strengthening the potential of villages in Polewali Mandar Regency so that they can provide a maximum contribution to the economic improvement of the region.

## II. THEORETICAL REVIEW

### A. Strategy Definition

Understanding Strategy According to the Big Indonesian Dictionary (2017), strategy can be interpreted as a careful plan of activities to achieve specific goals. But in general, strategy can be interpreted as a tool to achieve goals. In its development, the concept of strategy continues to develop. Strategy is the direction and scope of an organization in the long term that achieves benefits for the organization through the configuration of resources in a challenging environment to meet market needs and meet stakeholder expectations [2].

Also states that strategy is a series of fundamental decisions and actions made by top management and implemented by all levels of an organization in order to achieve the goals of the organization [10]. Strategy is a shared means for long-term goals to be achieved [3]. So, strategy is an action or activity

carried out by a person or company to achieve the goals or objectives that have been set.

### B. Village Potential

Villages are villages and traditional villages or what is called by another name, hereinafter referred to as a "Village", is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, the interests of the local community based on community initiatives, original rights proposals, and/or traditional rights recognized and respected in the system of government of the Unitary State of Indonesia [11].

Village potential is all natural and human resources contained and stored in the village. Village potential is a variety of natural (physical) and human (non-physical) resources that are stored and contained in a village, and it is hoped that their benefits will be for the survival and development of the village. The village's potential includes the following:

1. The village's physical potential includes:
  - a. Land, in terms of mining and mineral resources, anplant resources, which are a source of livelihood, food, and shelter.
  - b. Water, in terms of water sources, conditions, and water systems for irrigation, unity, and the needs of daily life.
  - c. Climate and its role are very important for an agrarian village.
  - d. Livestock, as a source of energy, food, and income.
  - e. Humans, as a source of potential manpower (potential manpower), are both land cultivators and producers in agriculture, as well as industrial workers in the city.
2. Non-Physical Potentials are as follows:
  - a. Village communities, who live based on mutual cooperation, can be a productive force and a building power based on cooperation and mutual understanding.
  - b. Social institutions, education, and social organizations can provide social assistance and guidance to the community.
  - c. Village apparatus, or civil servants, to maintain order and security for the smooth running of village government.

### C. Village Development

According to paragraph 1 of article 78 of Law Number 6 of 2014 concerning Villages, village development aims to enhance the welfare of rural communities, the quality of human life, and poverty alleviation by meeting basic needs, creating village infrastructure, unleashing local economic potential, and responsibly utilizing the environment's resources.

Rural development is based on three key principles:

- A. Each village's development policies and procedures correspond to the accomplishment of development goals based on the development triad. The development trilogy's three components are: a. equitable development and results; b. reasonably high economic growth; and c. healthy and dynamic stability, applied in every sector, including cities and villages, in each region in an interrelated way, and development in a mellow and integrated way.

- B. The principles of sustainable development are followed in the development of the village.
- C. Through deregulation, bureaucratization, and decentralization programs, maximize societal efficiency.

#### D. *Minneapolis*

Minneapolis is made up of two words: *mina*, which means "fish," and *polis*, or *politan*, which means "city." As a result, Minneapolis refers to a fishing city. According to the definition, Minneapolis is a city that concentrates on fisheries, causing the region's growth and development to function in a system that allows it to encourage fishery-based activities in the surrounding area with its distinctive form of fishery processing. Capture fisheries and aquaculture are the two types of Minneapolis activity. Whereas most catch and release fisheries activities take place at sea, aquaculture activities involve the raising of fish or other aquatic organisms.

#### E. *Maritime Village Development*

The village as it is currently understood always refers to agricultural terrain that is far from the sea and coastal districts. The location of the village in a mountainous and plantation environment, isolated from human activity, including modernization, has long served as its defining characteristic. In reality, there exist settlements not just in mountainous regions, but also on small, adjacent islands, which are even more difficult to reach. Small islands and coastal communities are only marginalized by people.

An archipelago with a vast wealth of marine resources is Indonesia. The Unitary State of the Republic of Indonesia (NKRI), which contains 17,480 islands and the biggest archipelago in the world, has a coastline of 95,181 km and a sea area of 5.8 million km<sup>2</sup>. Because the ocean is the most significant portion of the Republic of Indonesia's territorial area, the existence and potential of its oceans, marine, and maritime areas always inspire new ideas for the development of the Indonesian people.

### III. RESEARCH METHODOLOGY

The research methodology used in this study is a combination of quantitative and qualitative analysis (mixed method). The use of this method is seen as providing a more complete understanding of the research problem than the use of one of them [1]. In accordance with the problems raised, the focus of this research will be emphasized on strategies to strengthen village potential as an effort to improve the economy and development in Karama Village.

Data collection was carried out by primary and secondary methods. The primary data used is in the form of observations and interviews related to fishery potential as well as the social and economic structure of local communities. Meanwhile, secondary data is data in the form of documentation studies related to policies and regulations, population structure, and other data related to research needs. Data analysis was performed using two qualitative analysis methods, namely AHP (Analysis Hierarchy Process) and penta helix analysis.

The determination of strategies to strengthen the village's potential as an effort to improve the economy and development of Karama Village can be formulated through three analytical methods, namely: SWOT analysis, Penta Helix analysis, and AHP analysis. SWOT analysis is the systematic identification of various factors to formulate a company strategy. This analysis is based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats. This analysis can be applied by analyzing and sorting out various things that affect the four factors. The results of the analysis can provide an overview of the strategies based on these four factors [9].

The Penta Helix analysis is an analysis that uses the Penta Helix concept or model, namely a collaborative management model of an activity involving five interested parties between government, private, academic, media, and community [6]. In increasing development and the village economy, the role of the Penta helix synergy or collaboration model between these five stakeholders is absolutely necessary. The results of the analysis will show the roles and synergies between the five stakeholders. While the AHP analysis, is a method for ranking decision alternatives and choosing the best one with several criteria. AHP develops a numerical value to rank each decision alternative based on the extent to which each alternative meets the decision maker's criteria [1]. The results of the analysis will show the main potential or the greatest opportunity in the development and economic improvement of Karama Village.

This study uses primary and secondary data. Primary data collection was conducted through interviews to obtain information related to the conditions and characteristics of the people in Karama Village. Secondary data collection is carried out by seeking information related to the potential and problems in economic development and improvement in Karama Village through books, reports, program archives, and records contained in the relevant agencies.

## IV. RESULT AND DISCUSSION

### A. *Economic Improvement Strategy*

SWOT analysis contrasts external (opportunities and threats) and internal (strengths and weaknesses) variables. The outcomes of the matrix of internal and external strategic components are then put into the quantitative model, called the SWOT matrix, to develop a competitive strategy. strength, weakness, opportunity, and threat take from the result of survey to field, directly.

#### 1. *Strength Aspect*

##### a. *Potential Results of Fishery Production in Karama Village*

Most of the people of Karama Village work as fishermen. Based on data from the 2022 Karama Village Profile, there are 582 people who work in the fishing sector. The results of fishery production at the village level can be seen from the results of fishery production at the Tinambung District level, which was recorded in 2021 at 5,403 tons, where most of the fishery production comes from two villages located in the coastal area, namely Tangnga-Tangnga Village and Karama Village. This

shows that the fishing production in Karama Village is good, although it has not yet reached its maximum production.

b. Galetto Beach Tourism Potential

Galetto Beach is a beach located along the coast of Karama Village. This beach has the natural beauty of the blue sea and white sand. Galetto Beach has become one of the tourist destinations for the surrounding community. Although it is still not well managed, this beach is one of the potential tourist attractions that can be developed in Karama Village.

c. Potential Cultural Tourism (Pambeso Ship Tradition and Lipa Sabe Woven Fabrics).

The cultural tradition in Karama Village has its own characteristics. As a coastal area that is closely related to fishing activities, the tradition of pambeso ships or the tradition of gotong royong to move ships is one of the interesting things that can be seen in the Galetto coastal area of Karama Village. This could be one of the potential cultural tourism attractions in Karama Village. In addition to the pambeso boat cultural tourism attraction, Karama Village also has the potential for cultural heritage that is still preserved by the village community, namely the culture of weaving lipa sabe woven fabrics. Some Karama villagers are still able to produce woven fabrics that can be sold to various areas in Polewali Mandar Regency. The traditional way of weaving lipa sabe cloth could be one of the cultural tourism attractions in Karama Village.

2. Weaknesses Aspect

a. The human resource capacity of the community is still low.

Based on the profile of Karama Village in 2022, the highest educational level of the village community is elementary school graduates (elementary school). It is recorded that 1731 people have an elementary level and 350 people are not in school or dropped out of school. This shows that the human resource capacity of the community at the educational level is still low, so that the potential of natural resources in the village is difficult to develop. One of them is the development of fishery production. The capacity of the community for processing fishery products is still low. The fishery products obtained will usually be sold directly without being processed, so that the economic benefits obtained are small. People only process their fishery products at certain times or at special events. The processed products that are usually made by the villagers are fish balls, tumpi-tumpi, and shredded fish. In addition, public awareness of increasing tourism potential is also low. This can be seen from public awareness that it is still lacking in terms of maintaining environmental cleanliness, especially in the Galetto coastal area and the lack of attention to the sustainability of the cultures found in Karama Village.:

3. Opportunity Aspect

Karama Village has special natural and cultural features, which offer a significant possibility to develop the community as a marine and cultural tourist destination.

4. Threat Aspect

Unpredictable weather, which can influence the outcomes of Karama Village's fishery production, poses the biggest challenge to realizing the potential of Karam Village. The advancement of the times and external influences will also have an impact on the community's or the next generation's lack of interest in becoming fisherman or fishermen, maintaining the tradition in Karama Village.

SWOT Analysis	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• The manufacturing of quality seafood products</li> <li>• Enjoy a fantastic beach holiday.</li> <li>• The uniqueness of the ship pambeso and lipa sabe weaving traditions</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• A lack of community capacity to manage income streams since marine items aren't processed or modified.</li> <li>• The general populace continues to be unaware about tourism.</li> <li>• Apathy on the side of the public regarding environmental cleanliness, especially in coastal areas</li> </ul>	
	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• The potential for marine and cultural tourism</li> </ul>	<p><b>SO Strategy:</b></p> <ul style="list-style-type: none"> <li>• Strengthening stakeholder collaboration to increase processed fisheries production and expand the possibilities for marine and cultural tourism</li> </ul>	<p><b>WO Strategy:</b></p> <ul style="list-style-type: none"> <li>• Educating the public about the methods and processes used in fish processing, as well as about tourism awareness and environmental cleanliness</li> </ul>
	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Unpredictable and shifting seasonal and weather patterns</li> <li>• The passing of time and outside factors</li> <li>• The potential for marine and cultural tourism</li> </ul>	<p><b>ST Strategy:</b></p> <ul style="list-style-type: none"> <li>• Establish infrastructure that can boost catch rates while conserving customs and culture.</li> </ul>	<p><b>WT Strategy:</b></p> <ul style="list-style-type: none"> <li>• Raising public awareness of the need to preserve culture through socialization and the processing of captures</li> </ul>

Figure 1. SWOT Analysis Diagram

It is known that there are a number of ways for enhancing the economy and village development in Karama Village by employing strengths and chances to overcome threats and weaknesses based on the SWOT analysis diagram above. Based on the SWOT analysis diagram, the following tactics are determined:

1. Increasing stakeholder collaboration to produce more processed fisheries and expand the possibilities for marine and cultural tourism.
2. It would be a good idea to start by conducting socialization on the methods and processes for processing fish catches as well as tourism awareness and the cleanliness of the tourist environment.
3. Establish infrastructure that can boost catch rates while conserving customs and culture.
4. Raising public knowledge and interest in the importance of processing catches and conserving cultural.

B. Optimizing Collaboration and Synergy between Stakeholders

The SWOT analysis diagram's findings show that one method for enhancing village potential is to maximize stakeholder cooperation in raising processed fishery production and expanding Karama Village's potential for marine and cultural tourism. Government, business, academia, the media, and the general public are the concerned stakeholders. Since each of the aforementioned stakeholders plays a crucial role, it is essential to understand their responsibilities and use collaborative mapping to identify their synergies.

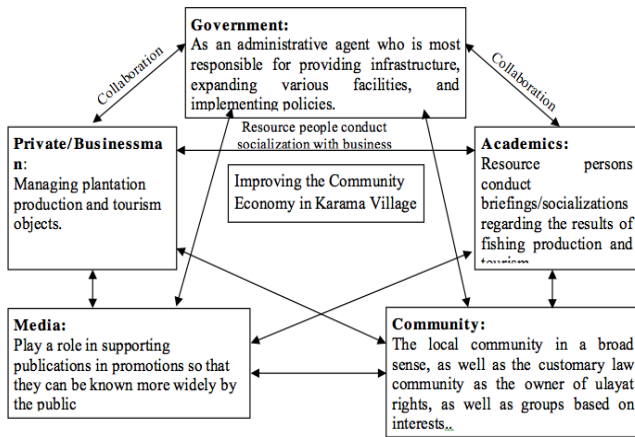


Figure 2. PENTA Helix Analysis Chart

The aforementioned graphic demonstrates how each stakeholder is interrelated to the others and supports their respective stakeholder duties. Each stakeholder has the following responsibilities:

1. Government

In this analysis, the government serves as a controller. In this instance, I collaborate with the Department of Cooperatives, the Department of Culture and Tourism, and the Department of the Environment to offer facilities and infrastructure for program execution as well as to take part in supporting activities.

2. Private Sectors.

In this approach, the private sector serves as a facilitator. Objects related to tourism and fishing output are managed by the private sector in this area.

3. Academics

In this analysis, academics serve as drafters. In this instance, Karama Village relies on academics as a source of knowledge and information as well as the most recent theories, particularly with regard to the handling and management of fisheries and tourism-related products.

4. Media

In this study, the media, such as Facebook, Instagram, and other applications, promote publications by aiding in their promotion so that they might be known more broadly in the community.

5. Community

In this research, the community, society, and service users play several significant roles. similar to how tourism and fishery production are managed. In this situation, the communities are made up of people who are enthusiastic about environmental preservation and resource management that fosters innovation and increased productivity.

C. Strengthening the Potential of Karama Desa Village

The potential natural resources of Karama village can support economic growth and village development. Karama Village has the potential to grow into a village that serves as the hub of fishing, marine tourism, and the Minneapolis region. However, the best alternative option is required to identify the development of the right location in enhancing the economy and development of Karama Village in order to maximize its potential.

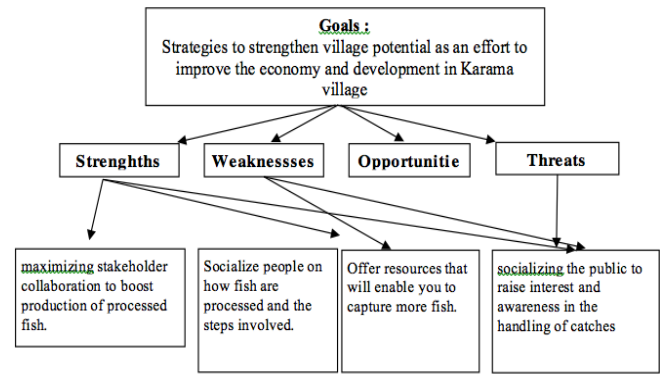


Figure 3. AHP Analysis Chart

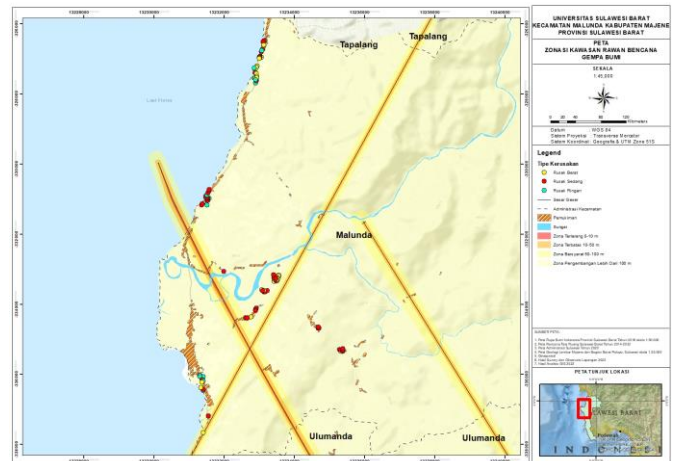


Table 1. Assessment Result Data using AHP

Criteria	Minapolitan	Marine tourism	Fishery
HR	0.75037563	0.059888169	0.189736201
Environment	0.280661433	0.061129442	0.658209125
Facility	0.75037563	0.059888169	0.189736201
Management	0.702025706	0.055608369	0.242365925
Marketing	0.776592016	0.068510224	0.15489776
Total	0.69121	0.03821	0.18312

The potential natural resources of Karama village can support economic growth and village development. Karama Village has the potential to grow into a village that serves as the hub of fishing, marine tourism, and the Minneapolis region. However, the best alternative solution is required to establish the development of the appropriate region in order to enhance the economy and growth of Karama Village. The comparison values of each alternative for optimizing the potential to improve the economics of the community in Karama village are produced based on the pairwise comparison matrix of assessment criteria and alternative solutions in the table above.

The final outcome is that Karama village as a Minneapolis area is an alternative chosen solution strategy, with the highest score (0.691209) compared to the alternative strategy of Karama village as a fishing area, with a score of (0.18312), as presented in the table above. This is based on the assessment criteria of human resources, environment, facilities, management, and marketing to improve the community's economy.

Therefore, Karama Village is one of the communities that has the potential to become a Minneapolis area, where a portion of the territory performs the primary economic role of producing, processing, marketing, and fishing goods. The village's potential as a Minneapolis region is anticipated to make it a hub of economic development and a center of fishery production as a driver of the populace's economy, which not only affects the welfare of the local community but also aids in the growth of the Polewali Mandar Regency.

## V. CONCLUSION

Based on the results of the discussion in the previous description, the following conclusions are drawn:

### ***Strategy for economic improvement and development of Karama Village***

Strategies for improving the economy and village development by utilizing strengths and opportunities to overcome threats and weaknesses in Karama Village are:

1. Improving stakeholder cooperation in increasing processed fisheries production and developing the potential for cultural and marine tourism.
2. Conducting socialization about the process and procedures for processing fish catches as well as socializing about tourism awareness and the cleanliness of the tourist environment would be a good start.
3. Provide facilities that can increase catch rates while also preserving traditions and culture.
4. Increasing public interest and awareness in processing catches and preserving culture through socialization.

### ***Optimizing Collaboration and Synergy between Stakeholders***

In improving the economy and development of Karama Village, each stakeholder must be interrelated and support each other's roles as stakeholders. The government acts as a controller, the private sector acts as an enabler, academics act as drafters, the media plays a role in supporting publications in promotions, and the community or community/service users play a role in supporting village community activities.

### ***Strengthening the Potential of Karama Desa Village***

Based on the assessment criteria of human resources, environment, facilities, management, and marketing to improve the community's economy, the final result is that Karama village as a Minneapolis area is the chosen alternative solution, with the highest score. So, Karama Village is one of the villages that has the potential to be a Minneapolis area, where part of the territory has the main economic function consisting of production, processing, marketing, and fishing commodities.

## REFERENCE NOTE

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