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An Exploratory Study of the Economic and Social potential of Rumbia Village as a Basis for Sustainable Development Planning in the Sub-district

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Abstrak

This study explores the economic and social potential of Rumbia Village through a qualitative exploratory approach. Data were collected via observations and in-depth interviews with village officials, MSME actors, and community leaders. Findings indicate that Rumbia Village has strong potential in agriculture, livestock, and micro-enterprises. Socially, values of gotong royong and tight-knit community relations are notable. The community is enthusiastic about empowerment initiatives, but challenges include limited capital, poor infrastructure, and suboptimal support from the village government in human resource development. Inadequate digital infrastructure also limits product marketing reach. Collaboration with NGOs, universities, and the private sector is needed to accelerate local potential development. Training in entrepreneurship and digital skills for youth can foster innovation grounded in local wisdom. A participatory and inclusive empowerment model is vital to achieve economic resilience. Strengthening village institutions and implementing data-based development planning are essential to guide effective interventions. This study emphasizes the importance of collaborative, community-based approaches involving multiple sectors to support sustainable progress. With proper support and coordinated efforts, Rumbia Village has the opportunity to grow into a competitive and self-sufficient rural area. The research offers valuable insights for stakeholders—policymakers, development practitioners, and academics—focused on village development rooted in local strengths and potential.

Keywords: Local potential, Rumbia Village, Village Economy, Community Empowerment

Abstrak

Penelitian ini mengeksplorasi potensi ekonomi dan sosial Desa Rumbia melalui pendekatan kualitatif eksploratif. Data dikumpulkan melalui observasi dan wawancara mendalam dengan aparat desa, pelaku UMKM, dan tokoh masyarakat. Temuan menunjukkan bahwa Desa Rumbia memiliki potensi yang kuat di sektor pertanian, peternakan, dan usaha mikro. Secara sosial, nilai gotong royong dan hubungan masyarakat yang erat menjadi kekuatan utama. Masyarakat menunjukkan antusiasme terhadap inisiatif pemberdayaan, namun masih menghadapi tantangan berupa keterbatasan modal, infrastruktur yang kurang memadai, serta dukungan pemerintah desa yang belum optimal dalam pengembangan sumber daya manusia. Keterbatasan infrastruktur digital juga menghambat jangkauan pemasaran produk lokal. Kolaborasi dengan LSM, perguruan tinggi, dan sektor swasta dibutuhkan untuk mempercepat pengembangan potensi desa. Pelatihan kewirausahaan dan keterampilan digital bagi pemuda desa dapat mendorong inovasi berbasis kearifan lokal. Model pemberdayaan yang partisipatif dan inklusif sangat penting untuk mencapai ketahanan ekonomi. Penguatan kelembagaan desa dan perencanaan pembangunan berbasis data menjadi kunci dalam mengarahkan intervensi program yang efektif. Penelitian ini menekankan pentingnya pendekatan kolaboratif berbasis masyarakat yang melibatkan berbagai sektor untuk mendukung kemajuan berkelanjutan. Dengan dukungan yang tepat dan upaya yang terkoordinasi, Desa Rumbia memiliki peluang untuk berkembang menjadi desa mandiri dan kompetitif. Penelitian ini memberikan wawasan praktis bagi pemangku kebijakan, pelaku pembangunan, dan akademisi yang fokus pada pengembangan desa berbasis potensi lokal.

Kata Kunci: *Potensi lokal, Desa Rumbia, Ekonomi Desa, Pemberdayaan Masyarakat*

INTRODUCTION

Village development is one of the main pillars in realizing inclusive and sustainable national development. Villages as the smallest unit of government have a strategic role in determining the direction and success of development, especially in terms of empowering local communities and utilizing their resource potential (Sujarwo, 2020). Therefore, exploring the economic and social potential of villages is an important step in designing development strategies based on local needs and advantages (Wulandari & Suryani, 2022).

Rumbia Village is one of the villages in the sub-district that has a wealth of natural resources and great social potential. Its strategic geographical location, the availability of extensive agricultural land, and the existence of community groups with strong social capital are important assets that can be developed. However, until now there has been no in-depth study that exploratively reveals this potential as the basis for long-term sustainable development planning (Riyadi & Sari, 2023).

Sustainable development is not only oriented towards economic growth, but also

includes social and environmental aspects in a balanced manner (Purwanto et al., 2021). In the context of villages, the sustainable development approach must consider local wisdom, community social capacity, and the ability to adapt to global challenges such as climate change and population migration (Mardiani et al., 2021). Therefore, qualitative mapping of social and economic potential through observation and interviews is a relevant method.

In several studies, the involvement of local communities in the development planning process has been proven to increase the effectiveness of village development programs (Nugroho et al., 2020). This is in line with the participatory principle in sustainable development that emphasizes the importance of involving all local actors. Rumbia Village needs to be encouraged to develop development planning based on data and the results of real potential studies in the field so that the policies formulated are truly in accordance with the needs of the community (Yuliana & Ardiansyah, 2022).

The economic potential of Rumbia Village, such as agriculture, animal husbandry, and micro and small businesses, has not been fully optimized. In fact, these sectors have a major contribution to local economic resilience. Several community initiatives such as farmer cooperatives and local culinary businesses show promising economic growth if supported with the right strategy (Handayani & Prasetyo, 2021). Identification and mapping of these potentials is needed as a foundation for planning.

On the other hand, social aspects such as social cohesion, traditions of gotong royong, and village social structure provide a strong basis for the implementation of development programs. This social capital is one of the keys to successful implementation of sustainable community-based development (Setiawan et al., 2021). This research is important to find out how social values in Rumbia Village can be mobilized as a force in the development process.

This explorative study also responds to the need for detailed and contextualized micro data, something that is often missed in macro approaches to village development. Data obtained through direct observation and in-depth interviews can reveal information that is not captured in conventional statistical data (Hadi et al., 2020). For example, the dynamics of social relations between residents, work preferences, and perceptions of development changes.

Furthermore, sustainable village development must integrate various dimensions of village life, not only physical but also socio-cultural. In many cases, development programs fail because they ignore the local social context (Putri & Syamsuddin, 2023). Therefore, this

research is expected to produce authentic information to serve as a basis for decision-making.

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The aim of this research is not only to identify potential, but also to provide a comprehensive picture of the obstacles and challenges faced by the Rumbia Village community in development efforts. An exploratory approach allows for a deeper understanding of the socioeconomic realities of village communities (Wijayanti et al., 2022).

Through this potential mapping, it is hoped that Rumbia Village can develop medium- and long- term development plans that are oriented towards sustainability, both economically and socially. This effort is in line with the direction of the national policy on sustainable villages as mandated in the RPJMN and Village SDGs (Ministry of Villages, 2020).

The results of this research are expected to be an important initial document in village development planning, and can be used as a consideration by stakeholders at the village, sub-district and district levels. In addition, the results can also serve as an example for other villages in managing local potential strategically and purposefully (Rahman et al., 2023).

Furthermore, by holistically understanding the conditions and potential of Rumbia Village, development strategies can be directed to avoid social inequality and dependence on external assistance. An inclusive and community-based development model would be the most relevant approach (Kusuma & Devi, 2021).

Finally, this study contributes to the literature on sustainable village development in Indonesia, as well as providing practical implications for potential-based village planning processes. This approach can also support the development of local indicators in measuring village-level sustainable development achievements (Sartika et al., 2021).

METHODS RESEARCH

This research used an exploratory qualitative approach that aimed to gain an in-depth understanding of the economic and social potential of Rumbia Village. This approach was chosen because it is able to explore holistically the social dynamics and local potential that cannot always be measured quantitatively. Data collection techniques were conducted

through direct observation and in-depth interviews. Observations focused on community economic activities, infrastructure conditions, and social interactions that reflect community participation in village development. Semi-structured interviews were conducted with purposively selected key informants, including village officials, community leaders, MSME players, and members of the Karang Taruna community.

Data analysis was conducted using thematic analysis techniques, which included data reduction, thematic categorization, and interpretation of meaning. This process aimed to find important patterns from observations and interviews related to the potential for village development. To maintain data validity, source triangulation and technique triangulation were conducted, as well as a member checking process with key informants to confirm the results of the researcher's interpretation. This approach is expected to provide an accurate and in-depth overview of the development potential of Rumbia Village based on local strengths.

RESULTS AND DISCUSSION

Based on observations and interviews, several key findings regarding the economic and social potential of Rumbia Village were found as follows:



Figure 1. The welcome sign of Rumbia Village, highlighting the villages's coastal identity and tourism potential

Tabel 1. Economic Potential of Rumbia Village Based on Observations and Interviews

No	Economic Potential	Description
1	Agriculture and Plantation	The majority of the population work as farmers, the main commodities include coconut, chili rops and many more
2	Livestock	There are household-scale livestock businesses such as capture fisheries like coastal tourism

3	Local Processed Products	Some households develop processed food businesses such as banana chips and cocoa dodol
4	Nature Tourism Potential	The river and hilly landscape have the potential to be developed as ecotourism(coastal tourism)
5	Daily Trading Activities	There is a weekly market and small stalls that support the needs of the community.

Data from observations and interviews show that the agricultural sector is the backbone of the community's economy, mainly through the production of food crops and annual commodities such as cocoa. Livestock activities are also developing on a small scale as additional household income. Local product innovation through micro-enterprises such as processed food has started to grow although it is still limited in terms of capital and marketing. Natural resources such as rivers and small forests around the village have the potential to be developed as nature-based tourism, which can create new jobs. Daily economic activities are supported by a weekly market and a grocery store that serves as a circulation center for basic goods.



Figure 2. Local fishermen and traditional boats reflecting the community's use of marine resources for daily livelihood

Tabel 2. Social Potential of Rumbia Village Based on Observations and Interviews

No	Economic Potential	Description
1	Gotong Royong and Solidarity	The level of community participation in social activities is still high such as community service and celebrations.
2	Village Institutional Structure	There are active institutions such as youth organizations, PKK, and farmer groups.
3	Education and Collective Awareness	Residents are quite aware of the importance of education although facilities are still limited.
4	Local Wisdom and Culture	Local cultural traditions such as traditional harvest

		ceremonies and folk art are still maintained.
5	Social Innovation	Several community initiatives have emerged in forming small cooperatives and savings and loan groups.

Rumbia Village's social potential is demonstrated through its high level of solidarity and spirit of gotong royong, which is an important foundation for participatory-based development. The village has active institutional structures, such as youth organizations and farmer groups, which facilitate the coordination of development programs.



Figure 3. Village children interacting in a coastal area, illustrating the strong community ties and social cohesion in Rumbia Village

Although there are still limited educational facilities, the community shows awareness of the importance of education for the younger generation. Local culture and traditional wisdom are preserved in the social life of the community. In addition, there are social initiatives such as the formation of small cooperatives that strengthen the community's economic independence.

1. Dependence on Agriculture and Value-Added Challenges

Rumbia Village has a wealth of natural resources that have not been optimally utilized, especially in the agriculture and forestry sectors. Fertile land allows the community to develop superior commodities such as corn, rice, and coconut. However, limitations in market access and technology mean that the added value of these commodities has not been maximized. The development of local potential must be accompanied by an understanding of economic value and environmental sustainability. In this context, a targeted community empowerment program can be a strategic solution. The study by Setiawan et al. (2021) shows that optimizing community-based agriculture contributes

positively to village economic growth. In addition, training and mentoring can improve farmers' skills in managing crops so that they have higher competitiveness (Wahyuni et al., 2023).

Local governments also play an important role in supporting agricultural regulations and supporting infrastructure. The management of non-timber forest products, such as rattan and forest honey, also has the potential to be an alternative income for village communities. For this reason, an inclusive business model based on local potential is needed. Research by Nugroho and Prasetyo (2022) emphasizes that synergy between communities, government, and the private sector is the key to successful natural resource management. In addition to economic aspects, environmental conservation aspects must also be considered in the development of this sector. Education and participatory approaches are important to ensure that communities not only benefit but also maintain sustainability. There needs to be a policy framework that favors village communities so that sustainable development can be achieved. This is in line with the principle of sustainable rural development. Villages that are able to manage their natural resources wisely have the opportunity to become models of local economic independence in the future.

2. Social Capital as the Foundation of Community-Based MSMEs

MSMEs in Rumbia Village play a crucial role in creating jobs and strengthening the local economy. Many MSME players are engaged in culinary, handicrafts, and local trade. However, they still face challenges such as limited capital, market access, and managerial skills. With training support and facilitated access to financial institutions, MSMEs can grow significantly. Research by Lestari and Fitriani (2020) shows that MSMEs have a major contribution to local economic growth if supported by consistent coaching programs. The use of digital media is also a solution in expanding the market reach of MSME products (Nurfadillah et al., 2023). In addition, collaboration with universities or research institutions can improve product and packaging innovation. Village governments need to take on the role of facilitator in bridging the interests of MSME actors with broader markets. Strategic partnerships are also important to open up access to more efficient distribution. In addition, the existence of village cooperatives can be a means to strengthen the capital structure and distribution of MSME products. Building a digital marketing network is an important step in facing the digital transformation era. Training on e-commerce and local branding should be provided regularly. The study by Rahmawati et al. (2022) also emphasized the importance of financial literacy for rural MSMEs. This is important so that

business actors are able to manage their businesses sustainably and responsibly. Sustainable development efforts will have a positive impact not only on the village economy but also on improving the quality of life of the community in general.

3. Participatory Ecotourism as an Alternative for Economic Diversification

Although the economic potential in Rumbia Village is promising, the development of MSMEs in this village still faces various complex challenges. One of the main challenges is the lack of access to business capital. Many MSME actors have difficulty obtaining loans due to limited collateral and a lack of financial literacy. In addition, the limited use of digital technology has not optimized the marketing of local products. Many businesses still do not understand the importance of digital platforms to expand market reach. On the other hand, the lack of entrepreneurship training is also an obstacle in improving the capacity of MSME players. Inadequate infrastructure, such as road access and internet networks, also slow down business development. This is exacerbated by the lack of assistance from the government or related institutions. Another problem is the dependence on traditional business patterns that lack innovation. Businesses tend to maintain old production methods without product innovation. This factor affects product competitiveness in the broader market. In addition, constraints in managerial aspects, such as financial recording and stock management, remain unresolved. Irregularity in business management leads to income instability. Simple business management training should be a priority program. This challenge also highlights the importance of synergy between the government, universities, and private institutions in encouraging the sustainable growth of local potential-based MSMEs.



Figure 4. The coastal settlement and fishing dock showing the integration of daily economic activities with the natural landscape

4. Community Participation in Building Village Social Resilience

Strengthening the local potential-based economy in Rumbia Village requires an integrated and sustainable strategy. One of the main strategies is the development of local superior products based on natural products available in the village. Products such as bamboo handicrafts, organic agricultural products, and traditional food preparations can be positioned as icons of the village economy. To support this, skills training and capacity building of human resources should be conducted regularly. Training can include business management, production techniques, and digital marketing. In addition, the development of supporting infrastructure such as joint production centers (MSME centers) is essential to improve production efficiency. Village governments can also establish strategic partnerships with universities to provide technical assistance and business incubation. Equally important is the digitalization of MSMEs, including training in the use of social media, e-commerce, and digital payment systems. With the application of digital technology, market reach will be wider and more efficient. The next strategy is to strengthen local institutions, such as village cooperatives or BUMDes, to support financing and product marketing. In addition, there needs to be local regulations that support the protection and development of small businesses. Promotional activities through village festivals or local product exhibitions can also improve product branding. Periodic evaluation of the village economic development program is essential to keep the strategy relevant and adaptive. All of these strategies need to involve the active participation of the community in order to create a sense of ownership and shared responsibility in building an independent village economy.

CONCLUSIONS

This research shows that Rumbia Village has considerable economic and social potential to be developed as one of the local growth centers in the region. The economic potential that includes agriculture, livestock, and MSMEs can become the backbone of village development if managed professionally and supported by targeted policies. The findings show that community participation in economic activities is quite high, although it is still constrained by access to capital and markets. Social potential, such as strong relationships between residents, a culture of gotong royong, and local values, help strengthen the community's resilience to rapid socioeconomic change. The involvement of youth and women in village economic activities shows promising potential for increased

productivity and local innovation. However, there are still challenges that need to be overcome such as the lack of infrastructure, lack of access to digital technology, and the suboptimal role of the village government in developing community capacity. Synergy between the community, government, and third parties is needed to realize inclusive and sustainable local potential- based village development. A participatory and local potential-oriented empowerment approach is the key to maximizing the strengths of Rumbia Village.

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