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Village Development through Potential Analysis of Kaliagung Village, Kapanewon Sentolo, Kulon Progo Regency, Special Region of Yogyakarta

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Abstract: This study aims to determine the potential of Kaliagung Kapanewon Sentolo Village, Kulon Progo Regency, Special Region, it is hoped that with the identification of this, the researcher can formulate a roadmap for the development of Kaliagung Kapanewon Sentolo Village, Kulon Progo Regency, Special Region of Yogyakarta. This research is a qualitative descriptive research. The population in this study is the leaders and community leaders of all community members in Kaliagung Village, Kapanewon Sentolo, Kulon Progo Regency, Special Region of Yogyakarta. The data collection method uses *observation, focus discussion groups and literature studies* are used to obtain information about the potential of the village, qualitative descriptive analysis specifically using the analysis of strengths, weaknesses, opportunities, and threats. SWOT analysis contributes to the development of strategic management theory, especially in the context of independent village development. The SWOT analysis shows that this framework can be applied effectively in the context of village development. This approach helps to link between internal conditions (local resources) and external conditions (government and market support) in the formulation of development strategies. The results of the EFE and IFE analysis placed the Kaliagung Village in a certain quadrant, which provided a theoretical basis for choosing the most suitable strategy, such as a *growth-oriented strategy* .

Keywords: Green Tourism, Tourism Village, *Green Marketing mix*, Visiting Interest

INTRODUCTION

Behind its alluring natural beauty, Indonesia holds priceless wealth in each of its villages. From dense forests to blue seas, from green rice fields to majestic mountains, abundant

potential flows in the blood of Indonesian villages. However, this wealth is often hidden, untouched by the hand of development that has the potential to change the fate of the local community. Development is an effort to improve the welfare of all people, nations, and states to achieve the national goals stated in the Preamble to the 1945 Constitution. Villages have an important role in national development efforts because the Indonesian population tends to live in rural areas so that it has a considerable influence in efforts to create national stability [1]. In addition, the position of the village is considered strategic in state development because the village is the basis for the identification of community problems to the planning and realization of state goals at the village level [2]. Rural development is placing villages as a means of development, so that the goal of reducing various disparities can be realized. Villages are still seen as far behind compared to cities in terms of economy, welfare, education and other facilities. The government has carried out many programs to encourage the acceleration of rural development, but the results have not been significant in improving the welfare of rural communities. One of the factors causing the failure of village development is the large amount of government intervention that has an impact on the inhibition of creativity and innovation of the village community in the management and economy of the village and lack of understanding of the potential of the village. Through a deep understanding of natural resources, local wisdom, and existing economic potential, development steps can be taken more steadily and on target. This is why potential analysis is an irreplaceable foundation in efforts to build villages in Indonesia.

Potential analysis is not just an identifier of natural resources, but also an effort to understand the intertwining of cultures, histories, and skills that shape the identity of each village. From the results of this analysis, a roadmap is drawn that directs villages to make optimal use of their local potentials. The importance of potential analysis lies not only in development maps compiled based on evidence and data, but also in the empowerment of local communities. By involving them in the analysis process, awareness of their potential will grow, encouraging the spirit of collaboration in realizing the vision of independent village development. The concept of independent villages has actually existed for a long time in the tradition of Indonesian society.

An independent village is a village that has independence in various aspects, such as economic, social, cultural, environmental, and government. Independent villages also have distinctive identities and characteristics, as well as maintaining positive local values. The concept of independent villages is further strengthened by the existence of Law Number 6 of 2014 concerning Villages [3] The Village Law gives greater autonomy and authority to villages to manage government, development, and community affairs in accordance with the needs and potential of their villages. The Village Law also allocates village funds sourced from the State Budget to support village development. According to Law No. 6 of 2014, an Independent Village is a village that has adequate availability and access to basic services, adequate infrastructure, accessibility/transportation that is not difficult, good public services, and excellent government administration. Independent Village is a village that has a Village Development Index (IPD) value of more than 75.

Based on the Center for Budget Studies of the Expert Body of the House of Representatives of the Republic of Indonesia, there are two indices that can be used to describe the condition of village development so that later villages can be classified. The two indices are the Village Development Index (IPD) published by the Central Statistics Agency (BPS) and the Developing Village Index (IDM) published by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendes, PDRT). Both IPD and IDM were formed based on the mandate of the Village Law, precisely in article 74 concerning Village Development Needs and article 78 concerning Village Development Objectives. The aspects that need to be fulfilled in village development include: Basic needs (food, clothing, and

boards); Basic services (education, health, and basic infrastructure); Milieu; and Village community empowerment activities.

Budiono (2015) explained that one way to encourage development at the village level is that the village government is given the authority by the central government to manage the village scope independently through economic institutions at the village level. Not only as a planning tool, potential analysis is also a milestone in environmental protection and natural resource conservation. By understanding the potential impact of development activities, villages can design sustainable management measures, preserving nature for future generations. Therefore, research on the potential of villages which includes basic needs (food, clothing, and boards); basic services (education, health, and basic infrastructure); milieu; and village community empowerment activities, become relevant to be researched as the basis for independent village development. The approach used in this study is qualitative descriptive. The problem-solving approach in this study involves a series of steps that are important to achieve village independence. Here is an overview of the approach [5][6][7]

The state of the art in this study is an important foundation that can help in independent village development. Through an in-depth Literature Review, researchers can identify the latest research results, the latest research trends, actual problems related to the topic, and the latest standards in the field. This study uses a descriptive qualitative method with data collection through observation, interviews, and documentation [8]. Thus, this study provides a strong foundation to identify the needs and opportunities for independent village development through village potential analysis. Through a deep understanding of the latest developments in the field, the contribution of knowledge to be added, as well as the research methods used, it is hoped that it can provide new insights and innovative solutions for sustainable village development. The novelty of research is a key factor that affects the progress and success of independent village development. Through the analysis of village economic potential, this study highlights the importance of identifying potential sectors and developing economic sectors based on the results of the latest data analysis [5]. The concept of independent village development through the empowerment of technology-based Small and Medium Industries is the main focus in achieving village independence [2]. One of the aspects of novelty in this research is the approach used in exploring local potential to realize village independence. The analysis of village economic potential is focused on identifying potential sectors and sector development based on the results of the latest data analysis [2]. This shows the researcher's efforts in presenting a new contribution in understanding and applying the concept of independent village development. In addition, this research also highlights the importance of sustainable use of natural resources and the environment in village development towards independence. Village potential development aims to encourage the realization of village community independence through the development of superior potential, institutional strengthening, and community empowerment [9]. Thus, the novelty in this research lies in a holistic approach that integrates economic, social, and environmental aspects in an effort to achieve village independence.

In addition, this research also emphasizes the importance of community participation in the development of independent villages. The model of independent village development through community participation in Pattallassang District, Gowa Regency is one example of the implementation of this concept [2]. Thus, the novelty in this research does not only lie in the method of analyzing the economic potential of the village but also in a participatory approach that involves community activities in the development process.

Overall, on a holistic approach that integrates economic, social, environmental, and community participation in efforts to achieve village independence. Through a deep understanding of local potential, sustainable use of natural resources, and active community participation, it is hoped that this research can make a significant contribution to the development of villages independently.

METHOD

The approach used in this study is qualitative descriptive. The population in this study is the leaders and community leaders of all community members in Kaliagung Village, Kapanewon Sentolo, Kulon Progo Regency, Special Region of Yogyakarta. The data collection method using *observation, interviews, focus discussion groups and literature studies* was used to obtain information about the potential of the village. The data sources obtained will be collected through interviews and documentation techniques, the results of the interviews will be carried out by data credibility tests, namely to assess the correctness of qualitative research findings. Furthermore, data triangulation is carried out to test the credibility of a data through various data collection techniques. and various data sources. The use of triangulation is also to trace the discrepancy between the data obtained from one informant and another. Furthermore, qualitative descriptive analysis specifically uses the analysis of strengths, weaknesses, opportunities, and threats.

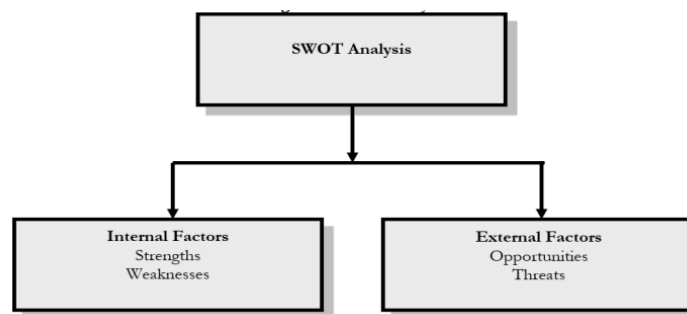


Chart 1. SWOT Analysis

SWOT analysis is a strategic planning technique that is divided into two factors in the form of external factors and internal factors. Factors that come from outside or external play a role in monitoring the micro and macroeconomic environment through opportunities and threats related to the organization. While the internal factors are in the form of strength to see and evaluate strengths and weaknesses to evaluate the company's weaknesses [10]. SWOT compares strengths, weaknesses, opportunities and threats. Strengths and weaknesses are reviewed to find out opportunities and threats at present and in the future [11]. The clearer the knowledge of strengths and weaknesses, the fewer opportunities that are not achieved. Good opportunities can be used to counter threats, besides that weaknesses can be overcome through the company's strengths.

RESULTS AND DISCUSSION

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) from the results of observations and documentation regarding economic, social, cultural, and technological potential in Kligung Village, Sentolo, Kulon Progo, Special Region of Yogyakarta, for the sake of independent village development strategy. The SWOT Analysis includes:

1. Strengths

- a. Potential Natural Resources: Kaliagung Village has fertile soil suitable for agriculture, producing superior products such as rice, corn, and vegetables.
- b. Local Crafts: The existence of MSME products such as batik and handicrafts that have good quality and local characteristics.
- c. Youth Participation: The involvement of youth who are active in community empowerment, innovation, and technology, creates a collaborative spirit.
- d. Cultural Heritage: Traditional arts such as *Jathilan* and strong cultural values can be tourist attractions.

- e. **Community Support:** A community that unites and supports each other in various programs, creating a sense of belonging and collaboration.
2. **Weaknesses**
 - a. **Access to Markets:** Limited distribution and marketing networks for local products, making it difficult to reach a wider market.
 - b. **Business Capital:** Many MSME actors have difficulty in getting access to capital for business development.
 - c. **Education and Skills:** Limitations in skills among society in the application of modern technology and business management.
 - d. **Infrastructure:** Limited transportation and communication infrastructure that can hinder economic development.
 3. **Opportunities**
 - a. **Tourism Development:** The potential for community-based tourism that can attract tourists and increase people's income.
 - b. **MSME digitalization:** Increasing the use of digital technology for marketing and business management, opening up wider market access opportunities.
 - c. **Partnerships:** Opportunities to collaborate with governments, universities, and the private sector for training and mentoring programs.
 - d. **Policy Support:** There are government programs that support village development, including in the economic and tourism sectors.
 4. **Threats**
 - a. **Market Competition:** The emergence of similar products from other regions that can threaten local products, especially in terms of price and quality.
 - b. **Climate Change:** Weather uncertainty and the impacts of climate change that can affect agricultural yields and food security.
 - c. **Social Change:** Urbanization and migration of youth to big cities can reduce the workforce in villages and threaten the sustainability of local culture.
 - d. **Economic Uncertainty:** Economic fluctuations that can affect people's purchasing power and demand for local products.

Subsequently, an EFE (External Factor Evaluation) analysis was carried out based on the results of the SWOT analysis for the Kaligung Village, Sentolo, Kulon Progo, Special Region of Yogyakarta. The EFE analysis serves to evaluate external factors that affect the development of independent villages, taking into account existing opportunities and threats.

EFE Analysis Table of Kaliagung Village

Table 1 Opportunities

It	Chance	Weight	Rating	Score
1	Development of community-based tourism that can attract tourists.	0.15	4	0.60
2	Increasing the use of digital technology for marketing and business management.	0.20	4	0.80
3	Opportunity to establish cooperation with the government, universities, and the private sector.	0.15	3	0.45
4	There is a government program that supports village development.	0.10	3	0.30

Total Chance Score: 2.15

Table 2 Threats

It	Threat	Weight	Rating	Score
1	Market competition from similar products from other regions.	0.15	2	0.30
2	Weather uncertainty and the impact of climate change on agricultural yields.	0.20	2	0.40
3	Urbanization that reduces the workforce in villages.	0.15	2	0.30
4	Economic fluctuations that affect people's purchasing power.	0.10	2	0.20

Total Threat Score: 1.20

EFE Total Score Calculation

Total Chance Score: 2.15

Total Threat Score: 1.20

EFE Total Score

Total EFE Score = Total Opportunity Score – Total Threat Score = 2.15–1.20=0.95

Total EFE Score = 0.95: This score indicates that Kaliagung Village has more opportunities compared to the threats faced. This is a positive indication that by taking advantage of the opportunities that exist and managing threats well, the village has the potential to develop into a sustainable self-contained village.

The EFE analysis shows the importance of strategies that focus on the utilization of opportunities to increase the economic and social potential of the Kalagung Village. Youth and local communities need to be active in utilizing technology and collaborating with various parties to face existing challenges and optimize village development.

The next analyst is an IFE (Internal Factor Evaluation) analysis based on the results of the SWOT analysis for the Kalagung District, Sentolo, Kulon Progo, Special Region of Yogyakarta. IFE analysis serves to evaluate internal factors that affect the development of independent villages, taking into account existing strengths and weaknesses.

IFE Analysis Table of Kaliagung Village

Table 3 Strengths

It	Strength	Weight	Rating	Score
1	Potential for fertile natural resources for agriculture.	0.15	4	0.60
2	Quality MSME products with local characteristics.	0.20	4	0.80
3	The involvement of youth who are active in community empowerment.	0.15	4	0.60
4	Strong cultural heritage and traditional arts.	0.10	3	0.30
5	Solid community support in village programs.	0.10	3	0.30

Total Strength Score: 2.70

Table 4 Weaknesses

It	Debilitation	Weight	Rating	Score
1	Limited distribution and marketing network of local products.	0.15	2	0.30
2	Difficulties in obtaining access to capital for business development.	0.20	2	0.40
3	Limitations in skills in the application of modern technology.	0.15	2	0.30
4	Limited transportation and communication infrastructure.	0.10	1	0.10

Total Weakness Score: 1.10

Calculation of IFE Total Score

Total Strength Score: 2.70

Total Weakness Score: 1.10

IFE Total Score

Total IFE Score=Total Strength Score–Total Weakness Score=2.70–1.10=1.60

Total IFE Score = 1.60: This score indicates that Kalurahan Kaliagung has more strengths compared to the weaknesses it faces. This is a positive indication that by leveraging existing strengths and effectively addressing weaknesses, the village has the potential to develop into a sustainable self-sustaining village.

The IFE analysis shows the importance of a strategy that focuses on strengthening and utilizing the existing strengths in the Kalagung Village. Efforts to improve skills, market

access, and infrastructure need to be made so that existing weaknesses can be overcome. Collaboration between youth, the community, and related parties will be the key in optimizing the potential of the village to achieve economic and social sustainability.

Based on EFE (0.95) and IFE (1.65) scores, Kaliagung Village is in Quadrant III (Weaknesses-Opportunities), which means that the strategy that needs to be taken must focus on overcoming internal weaknesses to take advantage of opportunities that exist in the external environment. The following are some strategic recommendations that can be applied in the development of independent villages in Kalurahan Kliage:

Increasing the Capacity of Human Resources (HR)

Business Management Training: Holds training programs for small and medium enterprises (MSMEs) regarding financial management, marketing, and product development. This is to overcome weaknesses in management and business skills. **Digital Technology Training:** Train the public, especially youth, in utilizing digital technology to promote local products through e-commerce platforms and social media. **Entrepreneurship Development:** Facilitating activities that encourage youth and the community to become entrepreneurs through the provision of micro capital and business mentoring.

Improving Village Infrastructure

Improvement of Economic Infrastructure, by improving and building infrastructure that supports economic development such as roads, tourist facilities, and production areas to increase the accessibility and attractiveness of the village for tourists and investors. **Development of Local Product Marketing Facilities,** by building more strategic local product marketing places, such as local markets or souvenir centers, that take advantage of the increasing interest in local and organic products.

Diversify Local Products

Superior Product Development, by developing a diversification of local products such as batik, handicrafts, and unique agricultural products, so as not to depend on only one type of product. **Development of Nature and Culture-Based Tourism Products,** by utilizing the rich culture and traditions of Kaliagung Village to create culture-based tourism experiences, such as cultural tours, agro-tourism, and annual festivals that attract tourists.

Taking advantage of opportunities for government support and partnership programs

Applying for an Independent Village Program, in collaboration with local governments and related institutions to obtain the capital and technology assistance needed for the development of independent villages. Partnerships with Universities and Private Institutions, by building partnerships with universities or private institutions for research and development of local products and assisting with training programs or business mentoring. Utilizing the BUMDes Program by optimizing Village-Owned Enterprises (BUMDes) to become the driving force of the local economy through village asset management, village business development, and marketing of local products.

Sustainable Development

Sustainable Agriculture Development, by adopting more environmentally friendly agricultural practices, such as organic farming and the use of modern agricultural technology, in order to be able to meet the demand of the market that cares about environmentally friendly products. **Utilization of Renewable Energy,** by initiating the use of renewable energy (such as solar power) to meet the energy needs of villages, especially for the local industrial sector.

Community-Based Tourism Development

Development of Educational and Cultural Tourism, by holding tourism programs that involve local communities to provide education about local culture, the production process of local crafts or products, and traditional ways of life, so that tourists get an in-depth experience. Tourism Promotion Through Digital Platforms, by using digital platforms and social media to promote the tourism potential of the village widely, including cultural and natural tourism packages that can attract domestic and international tourists. These strategies focus on improving internal weaknesses (human resource capacity, infrastructure limitations, and business skills) while leveraging external opportunities (government support, digital technology, and market interest in local products). With the implementation of these strategies in the next 3-5 years, Kaliagung Village is expected to achieve the goal of an independent village and improve the welfare of its community.

CONCLUSION

The results of the SWOT analysis and the formulation of the strategy provide a clear direction for the Kaliagung Village in achieving village independence. Theoretically, this approach confirms the relevance of the SWOT model in the context of community-based development. Managerially, the resulting strategic recommendations provide concrete operational guidance to increase competitiveness, strengthen the local economy, and build independent and sustainable villages.

The SWOT analysis conducted on the Kaliagung Village contributed to the development of strategic management theory, especially in the context of independent village development. The SWOT analysis shows that this framework can be applied effectively to identify strengths, weaknesses, opportunities, and threats that are unique in the context of village development. This approach helps to link between internal (local resources) and external (government and market support) conditions in the formulation of community-based development strategies. The results of the EFE and IFE analysis placed the Kaliagung Village in a certain quadrant, which provided a theoretical basis for choosing the most suitable strategy, such as a *growth-oriented strategy*. This supports the concept that an organization's position in the SWOT matrix directly influences the direction of the recommended strategy. This analysis enriches the literature on the importance of integrating social and cultural dimensions in community-based development strategies, as well as the role of digital technology in accelerating the achievement of village economic independence.

The results of the analysis provide practical guidance to village managers, BUMDes, and other stakeholders in implementing the strategies that have been formulated.: Village governments and BUMDes need to strengthen management capacity, especially in terms of strategic planning, resource management, and implementation of village development programs. This includes the ability to leverage technology in data management, marketing, and decision-making. Village management must focus on developing MSMEs by providing training, access to capital, and assistance in diversifying superior products. This strategy is important to increase the competitiveness of local products in regional and national markets. Digital technology is an important tool in promoting local products and village tourism. Village governments need to ensure that MSME actors and tourism managers have the access and skills to take advantage of e-commerce platforms and social media. The independent village development strategy must involve the community in every stage, from planning to evaluation. Active community participation will increase the sense of belonging and sustainability of the program. Village governments need to strengthen partnerships with various parties, including local governments, universities, NGOs, and the private sector. This collaboration will provide the financial, technical, and promotional support needed to realize an independent village. Kaliagung Village has tourism potential that can be optimized through the development of

educational and cultural tour packages. Village management must manage this potential professionally to bring economic benefits to the local community.

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