

Analysis of Challenges and Potential of the Village Economy Towards Competitive Village Development

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Abstract. This article aims to analyze the challenges and potential of the village economy towards competitive village development. This topic is important and interesting, because with a well-managed village economy, related to it will create maximum village development later, because the village economy is the main foundation in relation to village development. The research method used is a qualitative method of data analysis, where the source and data are obtained through the results of data coding using Nvivo 12 Plus software. In this method, the researcher uses a qualitative approach to data analysis, where this method utilizes qualitative data and is described according to the analysis obtained. The data collection technique uses data analysis techniques through Nvivo 12 Plus software which is carried out by researchers to collect valid, complete, and relevant data related to the topic of the problem that is the object of research. The data analysis technique used analysis techniques based on data from Nvivo 12 Plus, where this technique was carried out by researchers to obtain the required data. The author finds that the government and the community must take part in making a positive impact on the progress of the village, because the challenges in developing the village are still often found whether it is from the bureaucracy that is still convoluted, the level of community participation is still minimal, funding is lacking, and so on. and so on, then the participation of the government and the community will certainly find efforts to overcome each of these problems.

Keywords: Competitive; Village Economy; Village Development

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INTRODUCTION

The economy is a system used by the state to regulate and allocate various forms of goods, services, and resources, especially to individuals and organizations in a country. This is because, through the existence of a good economic system, it will always be able to create maximum development in the future, because the economy is one of the main foundations in various aspects related to development, even more so without realizing that through a good economy, development can be created. which even reached the perfect stage for the future. So, economic growth is used as a benchmark for progress and economic development in a country (Murni, 2016). In addition, in relation to the comparisons that can be made between the level of success of countries in controlling and developing the economy, when compared with those achieved in various other countries (Sukirno, 2013). So, the existence of economic growth can be used as an indication of success for economic development (Murni, 2016).

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Therefore, this increased ability has been as produced by various production factors which are always increasing and increasing in quantity and quality (Murni, 2016). It is well known that this economic development, which has entered the end of the first quarter of 2020, has become a phenomenon that is quite scary for all mankind in the world. Why is that, because organizations that have an international scale in the financial sector, namely the "International Monetary Fund" and "World Bank" organizations have predicted that, by the end of the first quarter of 2020 the global economy will enter a very high corrected recession (Liu et al., 2020). Thus, global economic growth could decline to negative 2.8% or in other words, be dragged down to 6% of the total global economic growth in the previous period. In fact, these two institutions had previously projected that the global economy at the end of the first quarter of 2020 would grow at a percentage growth of 3% (Carrillo-Larco & Castillo-Cara, 2020).

This has influenced the scenario of doing work, production, prices, income, exports, imports, general welfare of the recipient country, balance of payments, and serves as one of the important sources in the progress of economic growth (Hussain & Haque, 2016). Thus, foreign investment greatly influenced economic growth at that time (Jufrida et al., 2016). In addition, investors can be more inclined not to invest, because various market assumptions are found and there is no clarity on the "supply chain" (Pepinsky & Wihardja, 2011). In addition, with its relationship to the decline in palm oil and coal, as well as imports of other raw materials from China, it will attack export activities, especially in Indonesia, which will cause the price of mining goods and other commodities to fall (Iswahyudi, 2018). The decline in foreign visitors has also affected the income of restaurants or restaurants whose customers are more dominantly visitors from abroad (Block, 2017).

If there is a decrease in foreign visitors visiting, then it is certain that related to top income through micro, small and medium enterprises will also decrease (Saidi et al., 2017). In addition, the world must at least begin to be aware of various forms of risk by implementing the same vision and mission, namely by implementing effective and efficient policies in the form of monetary and fiscal structural policies (Hua & Shaw, 2020). Moreover, coupled with the presence of the current Covid-19 pandemic, which has plagued parts of the world as a whole since 2020, and this pandemic has, as it were, brought a very large impact on the order of human life throughout the world, especially in Indonesia. The outbreak of the Covid-19 pandemic has always been the focus of discussion at the G20 meeting, in which the countries that are members of the organization have expressed their empathy for the countries and residents affected by the Covid-19 pandemic outbreak (Spagnuolo et al., 2020). Because the Covid-19 pandemic is also

expected to affect the micro, small and medium-sized business sectors, this is due to the large number of foreign visitors who come to a destination who usually only buys souvenirs to take home (Iswahyudi, 2016).

So, in this context, it is very necessary to have a well-done investment role, even though at that time it was still in the Covid-19 pandemic outbreak, in the form of investment from the public and private sectors which in the future will always arrive over time by providing various benefits such as, job creation, increasing income per capita, reducing poverty levels, improving quality of life standards, increasing GDP, and so on (Ilegbinosa et al., 2015). Because, through this investment, it will be able to encourage the economy of a country that is still developing very well and even to developed countries later, where if the investment is carried out well, there will always be a very significant increase in the future. it will increase economic growth in the future (Jufrida et al., 2016). In addition, maintaining inflation and external stability is one of the important things so that economic growth can remain under control, and in order to strengthen the momentum of economic growth, Bank Indonesia must always be able to observe global and domestic economic developments (Wibowo & Handika, 2017). Because, when we talk about the village economy, without us realizing it in this context we will not be able to escape the strengthening of the financial system in the financial sector itself, because the implementation of the reform agenda in various financial sectors and the use of technology are the main goals of Central Bank Governors in various sectors G20 countries and the Minister of Finance (Rusydiana et al., 2019). Thus, the village economy becomes a very important mechanism in the life of the nation and state today.

This is because the village economy is used as a tool for economic development which will always be able to stimulate all forms related to economic growth by increasing the national income or income per capita of the community. Thus, with the existence of economic development, it will be able to form good economic growth, namely through the process of increasing the production values of goods and services in the community's economic activities. On the other hand, with an optimal village economy, it will always be able to build a better village in the future. This is because effectiveness and efficiency basically refers to a measure of all levels related to the suitability of the results achieved with the results that have been previously expected by being determined through a sustainable village development planning document (Iskandar, 2016a). Thus, the main task of management is to be able to do something that has a high value of effectiveness and efficiency, so that in the preparation of the Village Medium Term Development Plan (RPJMDesa) and the Village Government Work Plan (RKPDesa) which will

always run more effectively, efficiently, and optimally later in carrying out the village development program (Iskandar, 2016b).

So, in the context of the village economy towards competitive village development, it is a very important factor, especially in the life of the nation and state today. Thus, the government and the community must be able to take part in taking part to have a good impact on the progress of the village at this time. However, without us knowing it together, there are still some found various kinds or forms of challenges that are often experienced in village development that have high competitiveness even though the village economy is quite sufficient for the village, whether it is in terms of the bureaucracy which sometimes still looks convoluted. -convoluted, lack of transparency from the government's side to the community, and the mechanism in its implementation which is sometimes still not well-organized. So, it is very necessary to have a good bureaucracy which will later become one of the driving forces in manifesting the goals of the nation and state (Mubin & Roziqin, 2018). Plus, the bureaucracy is required to provide quality and fast services (Cahyono, 2017).

In addition, the speed of the bureaucracy in services by cutting various forms of regulations, regulations, and systems that hinder it, as well as the use of a more responsive system is one indication of success in bureaucratic reform (Taufan, 2017). Moreover, innovation can be seen as a necessity, because it can overcome bureaucratic pathologies, improve service quality, maximize the potential of the apparatus, and restore public trust (Andhika, 2017). Because, the role of the village government coupled with the presence of the community will continue to strive to achieve these goals by involving all related elements to jointly take positive initiatives in sustainable village development, because in addition to being one of the potential local or regional, the role and awareness of the community in village development is strongly encouraged, so that in the end the results can be enjoyed by all layers and related elements. So, it can be seen from the existence of village development planning that this is a very important thing, because with this development planning the direction of village development can always be well determined in the future. Therefore, this article aims to analyze the challenges and potential of the village economy towards competitive village development.

METHODS

This type of research is a type of research that uses a qualitative approach to data analysis, where this method utilizes qualitative data and is described descriptively. The source of the data in this study was obtained through the results of data coding using the Nvivo 12 Plus software. The data collection technique in this study was using data coding techniques through Nvivo 12 Plus which was carried out by researchers to collect, explore, and collect valid, complete, and relevant data related to the topic of the problem that became the object of research. The data analysis technique used analysis techniques based on data from Nvivo 12 Plus, where this technique was carried out by researchers to obtain the required data.

RESULTS AND DISCUSSION

The village economy is used as one of the potentials that the community has by focusing on the process of focusing on all forms of the village economic system. According to Law no. 6 of 2014 concerning Villages, village economy is activity, consumption, production, and investment to rural communities which have been determined through the existence of a family mechanism simultaneously. In the context of village development, this is one of the developments that can later be based on the countryside by always being able to prioritize local wisdom in rural areas which includes the demographic structure of the community, characteristics, and socio-culture. Over time, with the village economy being fulfilled, it will be able to build a better village and this is a very important thing to prioritize at this time. The development of technology that is growing rapidly, thus changing the global economic order towards a digital economy and finance is the background at this time (Kickbusch et al., 2020).

Plus, with the presence of a government as a party providing facilities for the community, it must be responsible and continue to strive for quality services (Rukayat, 2017). Likewise, in terms of government institutions providing services, the most important thing is how to provide assistance and convenience to the community in order to meet their needs and interests to the fullest (Nurdin, 2019). Public services are carried out by groups or bureaucracies that aim to provide adequate assistance to the community (Rukayat, 2017). In public organizations, improving the quality of public services is a very important thing, because it is the end of government administration reform in Indonesia (Wiratno, 2020). It should be noted that IT resources have always had a very significant impact on the village (Ardiansah et al., 2019).

Success in implementing this information system will be able to become a major contributor to support productivity, human resources (HR), operational activity efficiency, and satisfaction to the community (Saputro et al., 2015). In addition, the aspirations of the community

must always be accommodated by involving the Village Consultative Body (BPD), because basically the Village Consultative Body (BPD) is a very powerful tool in channeling their aspirations, so that in the future they can help the village government. in supporting all forms of village economic potential towards competitive village development in the future. Because, through this method, it will produce various kinds of potentials related to the village economy which will later form maximum village development in the future. However, it does not escape from the existing potentials, of course, later we will find various forms of challenges that we are not aware of in managing this. Therefore, in the section below we will there are three sub-themes in this research, which are as follows:

Village Economic Challenges Towards Village Development

The village economy is one of the important mechanisms owned by the community that focuses on the process of focusing on all forms of the existence of the village economic system itself. According to Law Number 6 of 2014 concerning Villages, the village economy is an activity, consumption, production, and investment to rural communities which has been determined from the existence of a family simultaneously. From the other side, the village economy is very helpful in all forms and aspects in the village itself, especially in sustainable village development. This is because the village economy is one of the most important factors for the progress of a village and even for the sustainability of the life of the nation and state at this time. Therefore, the role of the government and the community is very much needed at this time, so that in the future the village economy can run more stable and improve again in developing the village in the future.

Thus, with the existence of village development, it will be able to run well, if the government and the community take part in it. Therefore, in the future village development can always have a good impact on the sustainability of village progress in the future. However, if we look back, in reality there are still several challenges, such as in terms of mingling with bureaucracy, regulation, transparency, and so on. So, this is the toughest challenge related to the village economy in developing villages. Therefore, below are data related to what are the toughest challenges in the village economy towards village development.



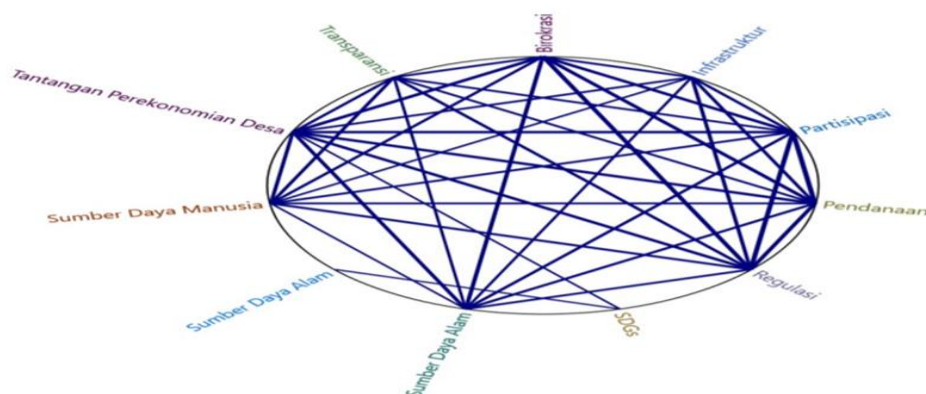
Picture 1.
Village Economic Challenges Towards Rural Development by Nvivo 12 Plus App

From the results of the data in the Nvivo 12 plus application related to the analysis of the challenges of the village economy towards village development, the most dominating bureaucratic system is based on the analysis in the picture above. Because, the current bureaucracy is one of the toughest problems experienced by the Indonesian people themselves, because sometimes the system is convoluted, unaccountable, and not transparent. In addition, coupled with the presence of a bureaucrat who is a member of a bureaucracy, especially in carrying out tasks that are mixed with the administration of an organization, sometimes it does not match the expectations of the community. In fact, bureaucracy is used as a complex thing with direct relevance to aspects such as institutional aspects, natural resources, and bureaucratic reform, which is called bureaucratic reform (Putra et al., 2021). In addition, then there is participation, where the level of participation from the community is still quite minimal, then there are regulations which are related to regulations, sometimes there are still many points of clarity that have not been found. Furthermore, in terms of funding, in this case, the local government has not provided maximum funding and related to openness (transparency) this is actually an important element in developing villages, but until now transparency has become one of the biggest problems when we examine it in depth.

In addition, in terms of human resources that have not fully met the level of standardization associated with developing villages in a sustainable manner and even natural resources that still cannot be utilized as well as possible, if these natural resources can be utilized, there will always be a strong economy. role in later building highly competitive villages. Then, the SDGs which aim to promote global human welfare, but all the potentials that exist are still not able to be utilized as

well as possible. Finally, related to infrastructure that is still inadequate or inadequate, because this will hamper the acceleration of village development. So, in creating a village economy towards competitive village development, it must always be able to overcome all the challenges above, so that in the future it can create development that has a high level of competitiveness.

Based on the data about Village Economic Challenges Towards Development based on Actor by Nvivo 12 Plus App, there is a dominant challenge in terms of the government and only one NGO itself. From the government's point of view, there are in terms of infrastructure as much as (76.15%), bureaucracy as much as (82.22%), participation as much as (78.40%), funding as much as (80.56%), regulation as much as (82.00 %), SDGs (80.28%), transparency (89.19%), and human resources (80.55%). In addition, especially in the natural resources that dominate, namely NGOs (73.35%). Thus, the government and the community must always be able to participate, contribute, and be responsible in fixing the many challenges that exist in the village economy. Therefore, in the future these challenges will always be improved for the better in the future.



Visualization 1.
Correlation of Village Economic Challenges Towards Rural Development by Nvivo 12 Plus App

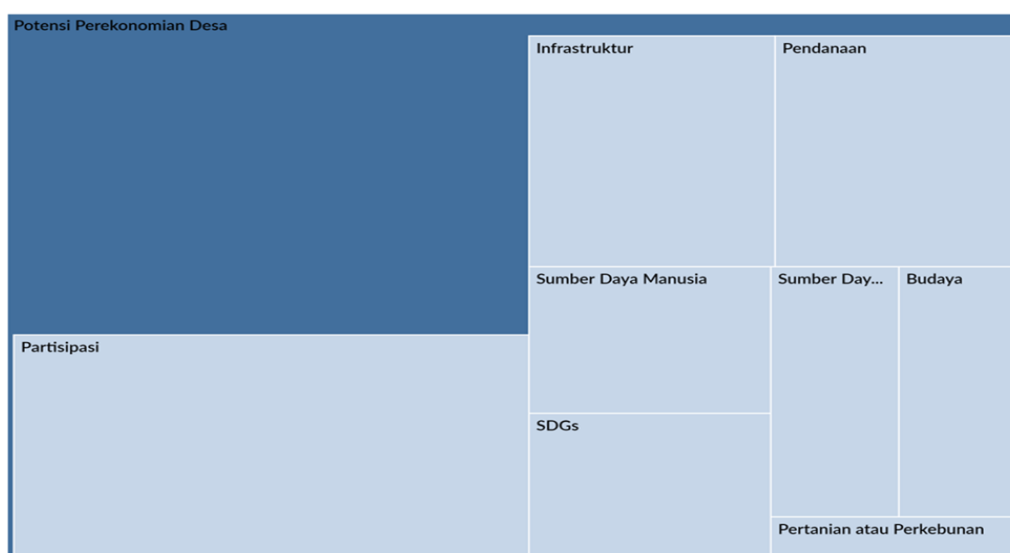
Regarding the challenges to the village economy, the correlation is very strong with transparency, bureaucracy, infrastructure, participation, funding, regulation, and human resources. However, in terms of natural resources and SDGs, it is still slightly weakened, due to the influence of internal and external factors that do not escape this. So, this is the most important part that the government can always overcome this problem. Thus, related to challenges the village economy will recover, if it is accompanied by existing correlations. Therefore, challenges

to the village economy will gradually disappear as it is accompanied by a strong correlation for the future.

Village Economic Potential Towards Village Development

The village economy is one of the important mechanisms owned by the community that focuses on the process of focusing on all forms of the existence of the village economic system itself. According to Law Number 6 of 2014 concerning Villages, the village economy is an activity, consumption, production, and investment to rural communities which has been determined from the existence of a family simultaneously. From the other side, the village economy is very helpful in all forms and aspects in the village itself, especially in sustainable village development. This is because the village economy is one of the most important factors for the progress of a village and even for the sustainability of the life of the nation and state at this time. Therefore, the role of the government and the community is very much needed at this time, so that in the future the village economy can run more stable and improve again in developing the village in the future.

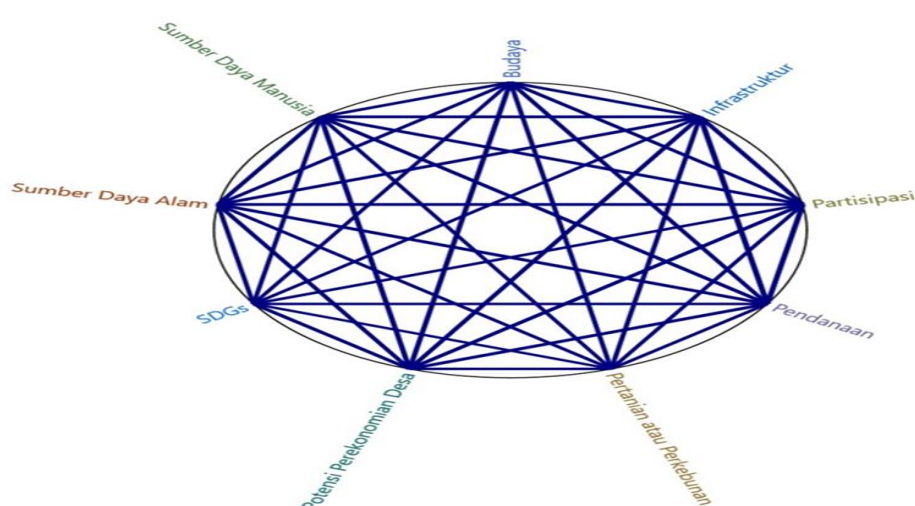
Thus, with the existence of village development, it will be able to run well, if the government and the community take part in it. Therefore, in the future village development can always have a good impact on the sustainability of village progress in the future. However, if we look back, in reality there are still several challenges, such as in terms of mingling with bureaucracy, regulation, transparency, and so on. So, this is the toughest challenge related to the village economy in developing villages. Therefore, below are data related to what are the toughest challenges in the village economy towards village development.



Picture 2.
Village Economic Potential Towards Rural Development by Nvivo 12 Plus App

In that village's economic potential, the level of community participation is very high compared to the context of infrastructure, funding, human resources, SDGs, natural resources, culture, and agriculture/plantation. This is because the potential of the village economy will increase, if it is accompanied by direct participation from the community, especially in building competitive villages for the future. In addition, an independent and competitive village is one of the important issues and is a concern of all elements of the surrounding community. Thus, in realizing competitive village development, the role of the government, the community, and the existence of an adequate village economy, so that in the future they can realize competitive village development in the future. Therefore, community participation is needed solely in order to increase the potential of the village economy towards competitive village development in the future.

Based on the data about Village Economic Potential Towards Development based on Actor by Nvivo 12 Plus App, it is the government that dominates in terms of potential. In terms of culture (78.93%), infrastructure (80.39%), participation (81.72%), funding (79.75%), SDGs (81.63%), agriculture or plantation as much (86.13%), natural resources as much (86.68%), and human resources as much (84.81%). So, the government itself must always be responsible for increasing the potential of the village economy with any kind of business. Thus, do not forget that the presence of the community must always be able to contribute to the progress of the village economy. Therefore, in the future, the potential for the village economy will be created, especially for building competitive villages for the future.



Visualization 2.
Correlation of Village Economic Potential Towards Rural Development by Nvivo 12 Plus App

Regarding the potential of the village economy, the correlation is very strong with the SDGs, natural resources, human resources, culture, infrastructure, participation, funding, and agriculture/plantation. Because, it can be seen in the picture above that the correlation is never broken and is interconnected with one another. So, the potential of the village economy will always be able to grow, develop, and progress, if it is balanced with a strong correlation with one another. Thus, it is these interrelated elements that will later bring good fortune to the village economy. Therefore, the potential of the village economy towards competitive village development in the future will be increasingly realized accompanied by the correlations in it.

Analysis of Challenges and Potential of the Village Economy Towards Competitive Village Development

The village economy is one of the important mechanisms owned by the community that focuses on the process of focusing on all forms of the existence of the village economic system itself. According to Law Number 6 of 2014 concerning Villages, the village economy is an activity, consumption, production, and investment to rural communities which has been determined from the existence of a family simultaneously. From the other side, the village economy is very helpful in all forms and aspects in the village itself, especially in sustainable village development. This is because the village economy is one of the most important factors for the progress of a village and even for the sustainability of the life of the nation and state at this time. Therefore, the role of the government and the community is very much needed at this time, so that in the future the village economy can run more stable and improve again in developing the village in the future.

Thus, with the existence of village development, it will be able to run well, if the government and the community take part in it. Therefore, in the future village development can always have a good impact on the sustainability of village progress in the future. However, if we look back, in reality there are still several challenges, such as in terms of mingling with bureaucracy, regulation, transparency, and so on. So, this is the toughest challenge related to the village economy in developing villages. Therefore, below are data related to what are the toughest challenges in the village economy towards village development.

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coupled with the presence of a bureaucrat who is a member of a bureaucracy, especially in carrying out tasks that are mixed with the administration of an organization, sometimes it does not match the expectations of the community. In fact, bureaucracy is used as a complex thing with direct relevance to aspects such as institutional aspects, natural resources, and bureaucratic reform, which is called bureaucratic reform (Putra et al., 2021). In addition, then there is participation, where the level of participation from the community is still quite minimal, then there are regulations which are related to regulations, sometimes there are still many points of clarity that have not been found. Furthermore, in terms of funding, in this case, the local government has not provided maximum funding and related to openness (transparency) this is actually an important element in developing villages, but until now transparency has become one of the biggest problems when we examine it in depth.

In addition, in terms of human resources that have not fully met the level of standardization associated with developing villages in a sustainable manner and even natural resources that still cannot be utilized as well as possible, if these natural resources can be utilized, there will always be a strong economy. role in later building highly competitive villages. Then, the SDGs which aim to promote global human welfare, but all the potentials that exist are still not able to be utilized as well as possible. Finally, related to infrastructure that is still inadequate or inadequate, because this will hamper the acceleration of village development. So, in creating a village economy towards competitive village development, it must always be able to overcome all the challenges above, so that in the future it can create development that has a high level of competitiveness.

Based on the data above, there is a dominant challenge in terms of the government and only one NGO itself. From the government's point of view, there are in terms of infrastructure as much as (76.15%), bureaucracy as much as (82.22%), participation as much as (78.40%), funding as much as (80.56%), regulation as much as (82.00 %), SDGs (80.28%), transparency (89.19%), and human resources (80.55%). In addition, especially in the natural resources that dominate, namely NGOs (73.35%). Thus, the government and the community must always be able to participate, contribute, and be responsible in fixing the many challenges that exist in the village economy. Therefore, in the future these challenges will always be improved for the better in the future.

In that village's economic potential, the level of community participation is very high compared to the context of infrastructure, funding, human resources, SDGs, natural resources, culture, and agriculture/plantation. This is because the potential of the village economy will increase, if it is accompanied by direct participation from the community, especially in building

competitive villages for the future. In addition, an independent and competitive village is one of the important issues and is a concern of all elements of the surrounding community. Thus, in realizing competitive village development, the role of the government, the community, and the existence of an adequate village economy, so that in the future they can realize competitive village development in the future. Therefore, community participation is needed solely in order to increase the potential of the village economy towards competitive village development in the future.

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Regarding the potential of the village economy, the correlation is very strong with the SDGs, natural resources, human resources, culture, infrastructure, participation, funding, and agriculture/plantation. Because, it can be seen in the picture above that the correlation is never broken and is interconnected with one another. So, the potential of the village economy will always be able to grow, develop, and progress, if it is balanced with a strong correlation with one another. Thus, it is these interrelated elements that will later bring good fortune to the village economy. Therefore, the a of potential of the in village economy towards competitive village development in the future will be increasingly realized accompanied by the correlations in it.

CONCLUSIONS

The author finds that the village economy is one of the most important mechanisms in the life of the nation and state today. In relation to the village economy, which is used as an economic development tool, it is hoped that it will be able to encourage all models of economic growth while continuing to make various forms of improvement, both in terms of national income and per capita income from the community. Because, through a good village economy, it will be able to build a better village in the future. Thus, in relation to the context of the village economy towards competitive village development, it has a very important indication, especially in the life of the nation and state today. However, on the one hand, there are still various forms of challenges that

often appear in the village economy to develop villages such as bureaucracy, regulation, transparency, insufficient funding, and community participation that has not reached its maximum point.

This is due to the bureaucratic aspects that are sometimes still convoluted, regulations that are still not clearly visible, openness from the government which is still very difficult to provide strong clarity to the public, funding is still quite minimal, and some people's participation level is still low maximum. It is the responsibility of the government as well as the community how they can overcome all these challenges, whether it is improving the bureaucratic system as best as possible, regulations must have strong clarity to the entire public, transparency must be provided to all communities, improve funding that was an obstacle, and increase participation from the community. On the other hand, from the various challenges that exist, of course, in developing a village, it must have its own potential, such as adequate infrastructure, good human resources, sufficient natural resources, and within the scope of the village has sources of livelihood including agriculture and plantations, so that in this case, it should be used as best as possible. Thus, every existing potential becomes an important element for the sustainability of the a village, if the government and even the community can take advantage of every existing potential. Therefore, the government and civil society must take part to stop any existing problems and take advantage of every form of potential that exists for the sake of the sustainability of the village.

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