

Leading Sector Development Strategy in the Economic Structure of Jambi City

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ABSTRACT

The research article titled "Leading Sector Development Strategy in the Economic Structure of Jambi City" aims to analyze the economic landscape of Jambi City and formulate data-driven policy strategies for economic development. The study utilizes a mix of quantitative and qualitative methods, including SLQ, DLQ, MRP, Overlay, Classic Shift-Share, Esteban Maquila's Shift-Share, Klassen Typology, SWOT, IFAS, and EFAS analyses. The findings highlight promising sectors such as trade, accommodation, food and beverage services, and corporate services. The research also identifies shifts in the economic structure and competitive advantages in various sectors. Furthermore, the study formulates policy strategies for the development of selected leading sectors in Jambi City. The article provides valuable insights for policymakers and stakeholders in Jambi City to prioritize and plan for economic development.

Keywords: *Competitive Advantage, Economic Growth, GRDP, SLQ, DLQ*

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1. INTRODUCTION

According to (Priyono, 2012) economic growth depends on economic development where economic development encourages economic growth and vice versa, while the purpose of economic growth is the process of increasing the production capacity of an economy which is realized in the form of an increase in national income. The leading sector has four criteria, including: first, the leading sector has a high rate of economic growth, second, the leading sector has a relatively large employment absorption rate, third, the leading sector has high linkages between sectors both forward and backward, and fourth the sector can create high added value (Annis, 2021).

Jambi City as the capital of Jambi Province is the highest hierarchical city that serves other areas within the regional scope which include rear area service centers, inter-regional communication and transportation centers, industrial/economic activity centers, residential centers, and river ports. Based on this, Regional Regulation Number 8 of 1986 concerning Jambi City RIURUTR was established, which in its development was revised in 1995 and 2000. The RIWRUTR policy has the main elements of Jambi City space utilization, which consist of housing, trade and services, industry and warehousing, workshops, public facilities, government offices, green open spaces, and special objects show low policy performance (RPJMD, 2023).

Jambi City is one of the regions in Jambi Province which is the economic center and parent region for other regions. Accelerating development in Jambi City requires a focused planning process with integrated and sustainable programs. For this reason, the first step in the planning process is to determine the direction (orientation) of the development acceleration program which is reflected in the Development Vision and Mission, namely "Making Jambi City a Trade and Services Center with Excellent Service".

According to BPS (2010), GRDP is one of the economic indicators that is very necessary to measure the economic growth performance of a region. GRDP increased from IDR 18,667.87 billion in 2018 to IDR 19,550.81 billion in 2019 and decreased to IDR 18,721.13 billion in 2020. In 2021 the total GRDP experienced an increase of IDR 19,484.47 billion and in 2022 it will increase by IDR 20,529.73 billion. This increase in GRDP value cannot be separated from the contribution of the 17 business sectors.

If you look at the data, the economic growth rate of Jambi City in 2022 is above the economic growth rate of Jambi Province, namely 5.13 percent and the national growth rate was recorded at 3.69 percent. Jambi City is a business city dominated by the trade and services sector, where this sector makes the largest contribution to GRDP of 5,412.71 billion rupiahs. However, the rate of economic growth in the trade sector experienced fluctuations and was relatively lower compared to other sectors, namely 5.93 percent in 2019 and decreased by -5.73 percent in 2020. It experienced another increase in 2021 amounting to 6.89 percent and will experience a decrease of 5.45 percent in 2022.

The root of the problem in the leading sector in Jambi City is competitiveness in the economic sector which still needs to be encouraged due to the low availability of local products on the market, low product quality, competitiveness of MSMEs/IKMs, low quality of management of trade infrastructure, low creativity in tourism management, low development, coordination and synergy between tourism stakeholders, and the lack of organizing national/international scale events.

Therefore, it is necessary to analyze the economic sectors with the most potential in Jambi City. Looking at the potential economic structure of the region in Jambi City, shifts and competitive advantages in the economic sectors in Jambi City will be known so that the local government can prioritize development planning for all sectors, both potential and non-potential sectors in economic structure in Jambi City.

Referring to the main issues raised above, this research aims: first, to analyze the economic sectors with the most potential in Jambi City. Second, to analyze shifts in economic structure and competitive advantages in the economic sector in Jambi City. Third, to analyze the classification of economic sector growth in Jambi City. Fourth, to formulate policy strategies for the development of selected leading sectors in Jambi City.

2. LITERATURE REVIEW

2.1. Gross Regional Domestic Product

According to BPS, Gross Regional Domestic Product is the total added value produced by all business units in a region, including both final goods and services produced by all economic units in the region. GRDP can be divided into two types, namely GRDP based on current prices and GRDP based on constant prices. GRDP at current prices reflects the added value of overall production measured based on prices in effect in that year. On the other hand, GRDP calculated based on constant prices is used to identify actual economic growth in each period.

2.2. Basic Economic Theory

The economic basis was first developed by Robert Murai Haig in his writing "New York Regional Plan (1928)". Robert stated that this theory is divided into two, namely the basic theory (base), the theory that exports regional wealth and brings in wealth or income from outside the region, and the non-basic theory (non-base) is the sector that supports or supports the basic theory, where the non-basic theory sells the proceeds of wealth in its area (Sjafrizal, 2017).

2.3. Economic Structure Theory

In the theory "Pattern of Development Theory" put forward by Hollis Chenery, it is stated that the shift/change in the economic structure in NSB is shifting from the agrarian sector to the industrial sector, where the change in economic structure makes the industrial sector the main engine in economic development (Widyansari, 2014).

2.4. Competitive Advantage Theory

Michael Porter created this theory in his 1985 book Competitive Advantage. Competitive advantage tests a country's ability to sell its products in foreign, domestic, and global markets (Sjafrizal, 2017). This is because competitive advantage not only indicates a region's ability to compete but also reflects its ability to generate sustainable profits in an increasingly complex and competitive market (Wibisono, 2019).

2.5. Klassen theory

The Klassen theory put forward by Leo Klassen (1965) is a technique that can be used to obtain an overview of sectoral growth structures and regional patterns. Classen typology analysis is used to identify the position of the regional economic sector by taking into account the economic sector of the provincial economic sector as a reference area (Sjafrizal, 2008).

2.6. Development Strategy

To increase and expand the capacity of each leading sector in the region to contribute to the creation of GRDP, a regional potential development strategy is used. This strategy is developed based on the advantages and disadvantages of each sector or region. The strategy used is the SWOT strategy. The SWOT technique was created by Albert Humphrey, a US business and management consultant, around 1960. According to Freddy Rangkuti, SWOT analysis is defined as an analysis based on logic that can maximize strengths and opportunities but can simultaneously minimize weaknesses and threats (Rangkuti, 2017).

3. METHODOLOGY

The data used in this research is GDP data at constant prices according to business fields (2010 series) (billion Rupiah) for 2011-2020 for Jambi City and Jambi Province. Data on Economic Growth Rates Based on Constant Prices According to Business Fields (2010 Series) (Percent) 2011-2020 Jambi City and Jambi Province. Data on Percentage Distribution of GRDP According to Business Fields in Jambi Province and Jambi City for 2011-2022 (Percent).

To answer the first problem formulation of the economic sectors with the most potential in Jambi City, the formulation proposed by Arsyad (2015) is used:

- a. **Static location quotient (SLQ)**

SLQ is a comparative analysis of how big the role of a sector is in a Regency/City by comparing how big the role of a sector is in the National (Arsyad, 2015). The following is the formula used in the SLQ method:

$$SLQ = \frac{V_{ij}/V_j}{V_{in}/V_n}$$

Information:

- V_{ij} = GRDP of sector i in area j at the Jambi City level.
- V_j = total GRDP of region j at the Jambi City level.
- V_{in} = GDP sector i at the Jambi Province level.
- V_n = total GRDP at Jambi Province level.

b. **Dynamic location quotient (DLQ)**

Dynamic location quotient (DLQ) analysis is used to determine the role of areas of need because it allows a more accurate picture of the level of development of the economic sector (Kurniawan & Sudarti, 2017). The following is the formula used in the DLQ method:

$$DLQ = \left(\frac{(1 + g_{ij})/(1 + g_j)}{(1 + G_i)/(1 + G)} \right) t$$

Information :

- DLQ_{ij} : Potential of sector i at the Jambi City regional level
- G_{ij} : Average GDP growth of sector i in region j (Jambi City)
- g_j : Average growth of total GRDP in region j (Jambi City)
- G_i : Average GDP growth in sector i (Jambi Province)
- G : Average growth of total GRDP (Jambi Province)

c. **Growth Ratio Model (MRP)**

MRP is a tool used to understand the economic growth of a region or economic sector by comparing it with a reference region or economic sector. If the real value > 1 it will be nominalized as positive, and conversely if the real value < 1 then the nominal value will be negative. The formula for RPs and RPr is:

a. **Study Area Growth Ratio (RPs)**

The formula for calculating RPs is as follows:

$$RPs = \frac{\Delta E_{ij}/E_{ij}}{\Delta E_{in}/E_{in}}$$

Information:

- ΔE_{ij} = Income growth in sector i in the Jambi City area in years 2011-2022
- E_{ij} = Sector i income in the Jambi City area in the first year
- ΔE_{in} = Income growth in sector i in the Jambi Province region in 2011-2022
- E_{ij} = Sector i income in the Jambi Province region in the first year

b. **Reference Area Growth Ratio (RPr)**

The formula for calculating RPR is as follows:

$$RPr = \frac{\Delta E_{in}/E_{in}}{\Delta E_n/E_n}$$

Information :

- ΔE_{in} = Income growth in sector i in the Jambi Province region in 2011-2022
- E_{in} = Sector i income in the Jambi Province region in the first year
- ΔE_n = Growth in total income in the Jambi Province region by year 2011-2022
- E_n = Total income in the Jambi Province area for the first year

d. **Overlays**

Overlay analysis is a method for concluding by combining several analyses. This analysis is carried out to describe economic activities that have the potential to be developed in an area based on growth and contribution criteria. The results

of the combined analysis are SLQ and DLQ showing contribution criteria, then MRP analysis (RPs and RPr) shows growth criteria (Basuki, 2009).

Overlay analysis has 4 classifications that are presented and used, namely as follows (Sabana, 2011):

1. Classification 1, contribution (+) and growth (+): meaning that the economic sector's contribution and growth are very dominant. This sector is experiencing rapid development at both levels, both in Jambi Province and Jambi City.
2. Classification 2, contribution (-) and growth (+): meaning that the economic sector has a low contribution but dominant growth.
3. Classification 3, contribution (+) and growth (-): meaning that the economic sector has a large contribution, but growth is low.
4. Classification 4, contribution (-) and growth (-): means that the economic sector has no potential contribution and growth.

To answer the second problem formulation, shifts in economic structure and competitive advantage in the economic sector in Jambi City, using the Shift-Share Analysis method (Safrizal, 2017).

a. **Shift-share Classic**

Classic shift share is a method used to analyze shifts in the economic structure in a region concerning the increase in the regional economy at a higher level (Mujahidah, 2020). This shift-share analysis has 3 interrelated components, namely:

1. Regional share (Rs) is a component of regional economic growth caused by external factors.
2. Proportionality shift (Ps) is a component of regional economic development resulting from good regional economic growth.
3. Differential shift (Ds) explains the components of economic growth in the region that has specific competitive conditions.

In calculating shift-share, namely measuring changes in the GRDP value of sector i in region j using the following formula:

$$D_{ij} = N_{ij} + M_{ij} + C_{ij}$$

Where :

$$\begin{aligned} r_{ij} &= (E^*_{ij} - E_{ij})/E_{ij} \\ r_{in} &= (E^*_{in} - E_{in})/E_{in} \\ r_n &= (E^*_n - E_n)/E_n \\ N_{ij} &= E_{ij} \times r_n \\ M_{ij} &= E_{ij} (r_{in} - r_n) \\ C_{ij} &= E_{ij} (r_{ij} - r_{in}) \end{aligned}$$

Information :

- D_{ij} : GDP sector i in Jambi City.
 N_{ij} : GDP sector i in Jambi City which is caused by the influence economic growth of Jambi Province.
 M_{ij} : GDP sector i in Jambi City which is caused by the influence growth of sector i Jambi Province.
 C_{ij} : GDP sector i in Jambi City which is caused by superiority competitive sector i in Jambi City.
 E_{ij} : GDP sector i in Jambi City in the initial year of analysis.
 E_{in} : GDP sector i in Jambi Province in the initial year of analysis.
 E_n : total GRDP in Jambi Province in the initial year of analysis.
 E^*_{ij} : GDP sector i in Jambi City in the final year of analysis.
 E^*_{in} : GDP sector i in Jambi Province in the final year of analysis.
 E^*_n : total GRDP in Jambi Province in the final year of analysis.

b. **Shift-share Esteban Marquillas**

Esteban Maquila's shift-share analysis is an analysis that attempts to overcome one weakness of classical shift-share analysis, namely the weighting problem found in the influence of competition as the third component. This modification carried out by Esteban-Maquillas redefines the competitive advantage (C_{ij}) of the classic shift-share technique so that it

contains a new element which is given the notation E^{*ij} , which is defined as an area variable (E_{ij}). The E-M modification of the shift-share analysis is:

$$D_{ij} = E_{ij} (r_n) + E_{ij} (r_{in} - r_n) + E^{*ij} (r_{ij} - r_{in}) + (E_{ij} - E^{*ij}) (r_{ij} - r_{in})$$

Information :

- C_{ij} : Changes in GDP of the sector (subsector) i in Jambi City caused by the competitive advantage of the sector (subsector)
 E_{ij} : GRDP in sector i in Jambi City in the initial year of analysis
 E_j : Total GRDP in Jambi City
 E_{in} : GDP sector i in Jambi Province in the initial year of analysis
 E_n : total GRDP in Jambi Province in the initial year of analysis
 r_{ij} : Growth rate in sector i in Jambi City
 r_{in} : Growth rate in sector i in Jambi Province

To answer the third problem formulation for the classification of economic sector growth in Jambi City, using the Klassen Typology method. Klassen Typology is an analytical tool used to obtain an overview of the economic patterns and structure of each region (Kuncoro, 2013). The formula that will be used in this research is:

Table

Classification of Klassen Typology

1.

GDP contribution (y)		
Rate Growth (r)		
	$y_i > y$	$y_i < y$
$r_i > r$	The sector is advanced and growing fast	The sector is advanced but depressed
$r_i < r$	Potential sector	The sector is relatively underdeveloped

Source : Kuncoro (2013)

Information :

- y_i = Average GDP contribution from sector I in Jambi City
 y = Average GRDP contribution in Jambi Province
 r_i = GDP growth rate in the sector I in Jambi City
 r = Average GRDP growth rate in Jambi Province

To answer the problem formulation of the four policy strategies for developing selected leading sectors in Jambi City. Researchers distributed questionnaires to agencies such as the Jambi Development Planning Agency, Jambi City Industry and Trade Department, Jambi City Regional Secretary (Economic and Natural Resources Sector), and the Jambi City Cooperatives and SMEs Service. The SWOT analysis technique has several model stages as follows:

1. Internal Strategy Factors Matrix (IFAS)

According to (Rangkuti, 2017), after a company's internal strategy factors are identified, an IFAS (Internal Strategy Factor Analysis Summary) table is prepared to formulate the internal strategy factors within the company's Strength and Weakness framework.

2. External Strategy Factors Matrix (EFAS)

According to (Rangkuti, 2017), before creating an external strategy factor matrix, you should first know the external strategy factors (EFAS/External Strategy Factor Analysis Summary).

3. Grand Strategy Matrix

The total score is entered into the following formula:

S-W = x-axis

O-T = y-axis

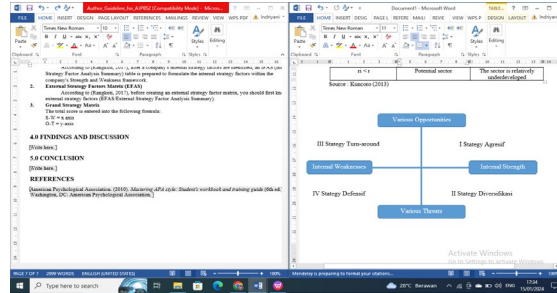


Figure 1. SWOT Analysis

4. FINDINGS AND DISCUSSION

The calculation results to analyze the first research objective using static location quotient (SLQ), dynamic location quotient (DLQ), growth ratio model (MRP), and overlay analysis are as follows:

Table 2.

Calculation Results of SLQ, DLQ, MRP and Overlay Analysis Methods

Business field	SLQ	DLQ	RP _s	RP _r	Overlay
Agriculture, Forestry, Fisheries	0,04	0,00	0,04	0,69	----
Mining and excavation	0,14	0,00	10,34	1,06	--++
Processing industry	1,11	1,64	0,40	0,63	++--
Procurement of Electricity and Gas	3,59	0,60	1,00	0,64	+--+
Water Supply, Waste Management, Waste and Recycling	1,88	0,01	0,69	0,35	+---
Construction	1,36	0,54	0,81	1,11	+--+
Wholesale and Retail Trade, Car and Motorbike Repair	2,80	1,65	1,18	1,83	++++
Transportation and Warehousing	3,97	0,11	1,01	3,61	+--+
Provision of accommodation and food and drink	2,18	3,54	1,12	2,51	++++
Information and Communication	1,47	0,16	0,90	-0,13	+---
Financial Services and Insurance	2,66	1,25	1,54	-0,18	+++-
Real Estate	1,79	1,11	2,64	0,83	+++-
Company Services	2,70	2,10	1,06	1,83	++++
Government Administration, Defense and Mandatory Social Security	2,16	0,11	0,84	1,80	+--+
Education Services	1,44	1,16	1,06	0,19	+++-
Health Services and Social Activities	2,31	0,83	1,06	0,17	+--+
Other Services	0,79	0,35	1,07	1,26	--++

Source: Processed data (2023)

Based on the SLQ calculation results, it shows that 14 sectors are included in the base sector with the SLQ coefficient calculation results > 1 , these sectors are classified as base sectors that can export products outside their region. The results of calculations using the DLQ method show that 7 economic sectors have a DLQ value of more than one ($DLQ > 1$). This means that sectors that have a DLQ value > 1 have the potential for more advanced development in Jambi City compared to the same sectors in Jambi Province. Based on the results of data analysis using the MRP method for the period

2011 to 2022, show that there are 6 sectors included in the first classification with RPs and RPr values of more than one, which means that economic sector activities in the city and provincial levels are equally prominent.

It can be concluded that based on the results of the analysis of determining potential sectors based on the results of SLQ, DLQ, and MRP analysis, there are 3 sectors included in the potential sector, namely the wholesale and retail trade sector, car and motorbike repairs, the accommodation and food and drink provision sector, the service sector company. This means that this sector shows the dominant sector both in terms of growth and a very large contribution to the formation of GRDP and development in Jambi City. These results are in line with the vision of Jambi City, namely, to make Jambi City a trade and service center based on a moral and cultured community by prioritizing excellent service (RPJMD, 2023).

The calculation results to analyze the second research objective are:

a. **Shift-share Classic**

The following is a table of calculation results from classic shift-share:

Table 3.
Calculation results of the classic shift-share value for Jambi City for 2011-2022 (billions of rupiah)

Business field	Shifting Economic Structure
Agriculture, Forestry, Fisheries	1,580000
Mining and excavation	-18,089167
Processing industry	77,603333
Procurement of Electricity and Gas	2,205000
Water Supply, Waste Management, Waste and Recycling	1,095833
Construction	92,079167
Wholesale and Retail Trade, Car and Motorbike Repair	265,782500
Transportation and Warehousing	78,810000
Provision of accommodation and food and drink	28,444167
Information and Communication	56,557500
Financial Services and Insurance	56,675833
Real Estate	19,117500
Company Services	21,439167
Government Administration, Defense and Mandatory Social Security	32,229167
Education Services	34,180000
Health Services and Social Activities	33,225000
Other Services	5,343333
Total	788,278333

Source: Processed data (2023)

The results of the processed data show that in Jambi City there has been a shift in the economic structure from the primary sector and secondary sector to the tertiary sector. This shift is more due to the very small role of the agricultural sector. According to Widyansari (2014), the economic growth of a region will slowly cause a shift in the regional economic structure.

b. **Shift-share Esteban Marquilla's**

The following is a table of calculation results from Esteban-Marquilla's shift-share:

Table 4.

Identification of competitive advantages and economic specialization of Jambi City in 2011-2022 (billion rupiah)

Business field	C*ij	Aij	E-M (Dij)
	E*ij (rij-rin)	(Eij-E*ij)(rij-rin)	
Agriculture, Forestry, Fisheries	-1,930378217	8,011062304	14,99667146
Mining and excavation	-10,48343634	-2,901018077	10,0037137
Processing industry	1,11966202	172,5695197	241,40417
Procurement of Electricity and Gas	-1,24367E-05	3,054209699	5,266859521
Water Supply, Waste Management, Waste and Recycling	-0,000523882	3,462570987	4,947095761
Construction	-0,290308914	150,0180605	244,5913333
Wholesale and Retail Trade, Car and Motorbike Repair	2,297373998	425,4538895	667,5949077
Transportation and Warehousing	-0,662775264	148,7989898	247,7342739
Provision of accommodation and food and drink	0,062724607	43,08898278	65,74371295
Information and Communication	-0,082929825	87,06889136	146,7844187
Financial Services and Insurance	0,10931091	101,7205094	153,4659591
Real Estate	0,02244699	43,19659972	60,83977719
Company Services	0,01893014	45,57338612	65,27114269
Government Administration, Defense and Mandatory Social Security	-0,220329623	104,5675878	143,0079544
Education Services	0,080837421	79,93181761	111,7618172
Health Services and Social Activities	0,034529946	49,42098539	79,93027222
Other Services	-0,001869141	12,16795812	17,70710806
Total	-9,926747611	1475,204003	2281,051188

Source: Processed data (2023)

Sectors that have a positive allocation affect the value or economic sectors that have competitive advantages and specialization are the wholesale, retail, car, and motorbike repair sectors, the processing industry sector, the construction sector, the financial and insurance services sector, the educational services sector, the corporate services sector, real estate sector, health services and social activities sector, accommodation, and food and drink provision sector, as well as electricity and gas procurement sector. These sectors have quite a high potential as contributors to Jambi City's regional income.

The calculation results to analyze the third research objective are:

a. **Klassen Typology**

Klassen Typology is an analytical tool used to obtain an overview of the economic patterns and structure of each region (Kuncoro, 2013). The results of the Klassen typology were obtained as follows:

Table 5. Classification of Jambi City GRDP Sectors 2011-2022

Quadrant I	Quadrant II
Developed and Fast Growing Sectors	Advanced But Depressed Sector
$y_i > y$ and $r_i > r$	$Y_i < y$ dan $r_i > r$
Processing industry sector, electricity and gas supply, construction, wholesale and retail trade in car and	

motorbike repairs, provision of accommodation and food and drink, financial and insurance services, real estate, corporate services, educational services, health services, and social activities

**Quadrant III
Potential Sectors
 $Y_i > y$ dan $r_i < r$**

The water supply sector, waste management, waste and recycling, the transportation and warehousing sector, the information and communications sector, and the government administration, defense and social security sectors must

**Quadrant IV
Relatively Underdeveloped Sectors
 $Y_i < y$ dan $r_i < r$**

Agriculture, forestry, and fisheries sectors, mining and quarrying sectors, and other service sectors

Source: Processed data (2023)

Summary of Analysis Results of First, Second, and Third Research Objectives

2 sectors are selected as superior in Jambi City because these sectors have a positive value and are above 1 in every analysis that has been carried out by the author, these sectors are the wholesale and retail trade sector, car and motorbike repairs, the accommodation and food and drink provision sector, where the two sectors have a value of $LQ > 1$, $DLQ > 1$, positive RPs (+), positive RPr (+), Overlay (first development priority), positive Ns (+), positive Ps (+), positive Ds (+), Esteban Marquilla's Shift-Share (Specialized and has a competitive advantage), and Klassen Typology are in quadrant 1.

To analyze the fourth objective of this research, namely formulating policy strategies for the development of selected leading sectors in Jambi City. The approach used is SWOT Analysis (Amir, 2022). The following is a SWOT analysis of selected leading/potential sectors in Jambi City:

a. **Wholesale Trade, Retail, Car and Motorbike Repair Sectors**

The results can be seen in the following image:

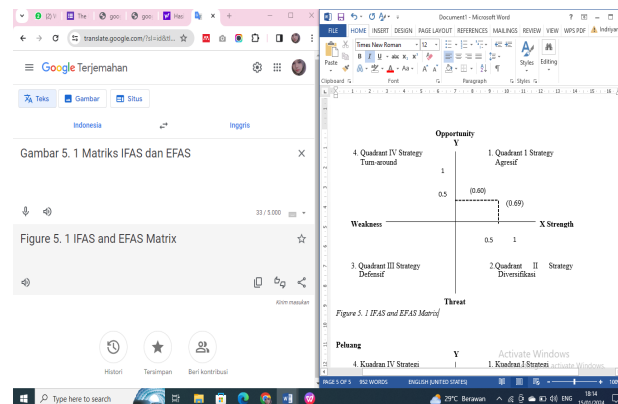


Figure 2. IFAS and EFAS Matrix

The strategic position implemented from policies in the trade sector to improve the economy of Jambi City is in quadrant I, namely supporting the Aggressive Strategy. This shows that respondents assess that the policy has internal strengths that can be utilized to increase existing strengths so that they can improve their business and be able to increase the economic benefits. According to Freddy Rangkuti (2017), being in Quadrant I is a very profitable situation. The results of the trade sector contribute well to the economy becoming increasingly strong so that it can take advantage of existing opportunities. The strategy that should be implemented in this condition is to support aggressive growth policies (growth-oriented strategy).

b. **Accommodation and Food and Drink Provision Sector**

The results can be seen in the following image:

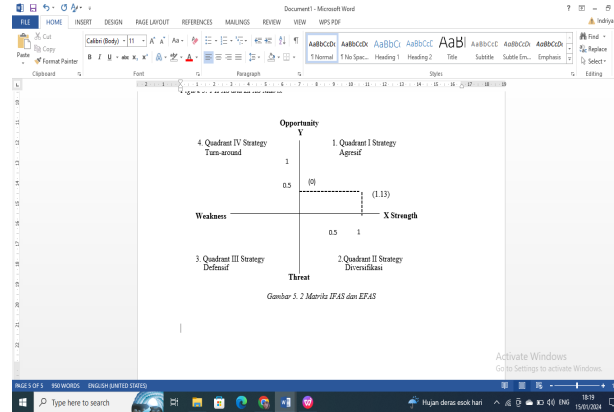


Figure 3. IFAS and EFAS Matrix

It can be seen that the position of the strategy implemented from policies in the sector of providing accommodation and food and drink to improve the economy of Jambi City is in quadrant I, namely supporting the Aggressive Strategy. This shows that respondents assess that the policy has internal strengths that can be utilized to increase existing opportunities so that they can improve their business and be able to increase the economic benefits. According to Freddy Rangkuti (2017), being in Quadrant I is a very profitable situation. The results from the accommodation and food and drink provision sector contribute well to the economy and have strength so that it can take advantage of existing opportunities. The strategy that should be implemented in this condition is to support aggressive growth policies (growth-oriented strategy).

5. CONCLUSION

The results of the SLQ, DLQ, MRP, and Overlay analysis show that the economic sectors with the most potential in Jambi City are the wholesale and retail trade sector, car and motorbike repairs, the accommodation and food and drink provision sector, and the corporate services sector. This means that this sector shows the dominant sector both in terms of growth and a very large contribution to the formation of GRDP and development in Jambi City.

The results of the classic and Esteban Marquilla's shift share calculations in Jambi City, sectors such as wholesale trade, retail, car and motorbike repairs, provision of accommodation and food and drink, financial and insurance services, as well as health services and social activities experienced a shift in the economic structure. On the other hand, the wholesale trade sector, retail, car and motorbike repairs, processing industry, construction, financial services and insurance, educational services, corporate services, real estate, health services, social activities, provision of accommodation and food and drink, and electricity supply and gas demonstrate competitive advantages.

The results of the Klassen typology analysis show that the classification of economic sector growth in Jambi City is the manufacturing sector, electricity and gas procurement, construction, wholesale and retail trade in car and motorbike repairs, provision of accommodation and food and drink, financial and insurance services, real estate, services companies, educational services, health services, and social activities.

The results of the SWOT analysis to formulate policies to develop selected leading sectors in Jambi City show that the wholesale, retail, car, and motorbike repair sectors and the accommodation and food and drink provision sectors are in quadrant I, namely supporting aggressive strategies.

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