

Local Government Strategy in Development in Tamaona Village

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ABSTRACT

Strategy is a style used in organizational operations so that what attracts the organization can be achieved under the mission and goals of the organization. This study aims to determine the local government's strategy for development in Tamaona Village and the Inhibiting Factors of the local government in implementing development. The type of research used is qualitative descriptive, which aims to use an overview of the development strategy in Tamaona village. Data collection techniques are carried out through observation and interviews. The results showed that development in education has been carried out and running well, as well as PKK activities and Karang cadet youth. However, the activities carried out have yet to positively impact the people of Tamaona Village due to the lack of training that can improve the community's economy.

Keywords: Strategy, Local Government, Development

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INTRODUCTION

Local government strategies play a crucial role in the development of rural areas such as Tamaona Village. Studies have shown that effective governance at the village level is essential for providing public goods and services, improving infrastructure, and enhancing community readiness for development initiatives (Silitonga et al., 2022; Prayitno et al., 2022). The village government's role in managing resources, including human resources, is vital for increasing community readiness and driving economic development (Takdir et al., 2021). Furthermore, the transparency and effectiveness of village fund management have been highlighted as key factors in building public trust and advancing rural infrastructure (Herman & Wang, 2021; Murliasari, 2021).

Community participation is a cornerstone of successful village development, with studies emphasizing its significance in promoting empowerment, economic growth, and welfare (Rochman, 2023; Sasmita & Marhaeni, 2019; Muslim, 2016). The capacity of the village government in managing village funds and engaging the community in decision-making processes is crucial for achieving sustainable development outcomes (Murliasari, 2021; Takdir et al., 2021). Leadership plays a pivotal role in realizing development goals, with village heads acting as motivators, facilitators, and mobilizers to drive progress and community involvement (Harefa, 2023; Rahman, 2023).

In the context of tourism village development, the interaction between the village community and local government is essential for fostering collaboration, innovation, and sustainable growth (Putri et al., 2022; Nasution et al., 2021). Economic empowerment through initiatives like tourism village development can significantly impact the well-being of the community, highlighting the strategic role of the village government in driving economic progress (Muslim, 2016). Moreover, the governance of rural areas presents various challenges and opportunities, underscoring the need for coordinated efforts, stakeholder engagement, and effective rural development strategies (Elmenofi et al., 2014; Goodwin, 1998).

In conclusion, understanding the dynamics of local government strategies, community participation, leadership roles, and economic empowerment is crucial for formulating effective development plans in Tamaona Village. By leveraging these insights and best practices, local authorities can enhance the quality of life, promote sustainable growth, and foster inclusive development in rural communities.

LITERATURE REVIEW

Local Government Strategy

Strategy is a style used in organizational operations so that what attracts the organization can be achieved under the mission and goals of the organization (Wulandari & Meirinawati, 2012). In other words, strategy is a tool used to achieve long-term goals that have been set. So, according to Sakban, Ifnaldi Nural (2019), strategy is the primary or general direction taken by the organization so that the mission can be carried out within the organization. In addition, some say that strategy is a continuous or adaptive response to external opportunities and threats and internal strengths and weaknesses that can affect the organization (Hilda, 2014). This contrasts with what is said (Rahadi, 2010), which states that strategy is the art of utilizing an organisation's capacity and resources to achieve its goals through effective relationships with the environment under the most favorable conditions.

The same point was conveyed by William J. Staton, defining strategy as the broad basic plan of organizational action to achieve a goal. On the spot, Supriono in Septiani (2018) defines strategy as a comprehensive and integrated uniform plan of a company or organization needed for each organizational activity. At the same time, the strategy of which members of society are potential human resources in the economic field, etc., plays a vital role in an organization or institution advancing the productive economic movement. Even if the means and infrastructure of the organization (da'wah movement) are fully developed without the support of adequate staff development capacity, the organization or community will not progress and develop. Therefore, the author

believes that human capital development strategies are critical to the success of government efforts to overcome poverty. Where the village government seeks to explore the potential of parishioners in productive activities, in this case, the village government aims to improve the knowledge of parishioners in various fields of life and skills in conducting business activities (Firmansyah & Pratiwi; Ratih Nur, 2004).

Human Resource Development

Macro-based human resource development is the process of improving human quality or capacity to achieve state development goals, which include planning, development, and management (Suryadi & Sufi, 2019). Meanwhile, the development of micro human resources is a process of planning, education, training and managing workers or employees to achieve optimal results. Since education and training are generally seen as a tool to close or at least remove gaps between current and standard or expected conditions, training/development needs analysis is a tool to assess existing gaps. Analyze and analyses whether such gaps can be reduced or eliminated through training. In addition, by analyzing training needs, training providers can determine the benefits obtained from training for participants and individuals, institutions and the training organizers themselves (Wilda Karunia Eka, 2019).

METHODOLOGY

This research was conducted in Tamaona Village, Kindang District, Bulukumba Regency. The type of research used is descriptive-qualitative, which aims to describe the human resource development strategy of the village government in Tamaona village, Kindang district, Bulukumba Regency. The research informant in this study was the government of Tamaona Village. In this study, informants were selected through purposive sampling, and data collection techniques were used through observation and interviews. The data analysis technique used is qualitative data analysis

FINDINGS AND DISCUSSION

Local Government Strategy in Development in Tamaona Village

Building human resources in rural areas where education is still lacking requires village government development strategies that direct activities in rural areas to things that can improve the quality of education in rural communities. Therefore, the village is obliged to carry out development that accumulates human resources in the town and is not only oriented to structural development (village road construction), namely physical and non-physical development, which must be able to progress in a balanced manner.

Development in rural areas where the majority of the population is educated is still relatively low and economically still relatively below the poverty line, so villages priorities physical development, which causes new problems due to social inequality. Then what about people whose education and economy are still poor? As a result, societies with lower levels of education and economy cannot develop or improve their quality of life because they cannot compete with those with higher education, adequate skills, and an efficient economy. To anticipate these things, rural development must balance physical and non-physical development. Non-physical development is commonly referred to as increasing human resources in Tamaona Village, Kindang District; various activities follow the Minister of Home Affairs for Human Resources Improvement Regulation in Tamaona Village. The main goal of staff development is to increase productivity, improve the quality of life, and strengthen independence.

The lack of activities based on improving community knowledge and quality and reliance on village governments to provide training that depended on the previous government made it difficult to increase productivity, improve the quality of life in Tamaona village and strengthen self-reliance. In this case, most villagers choose to move to big cities or outside the island to improve people's quality of life. This is considered more appropriate for improving the family economy than starting a business in the village without previous experience and training. To develop village government human resource development programs, village heads

and Village Community Empowerment Institutions (LPMD) must work together to help each other develop development programs that aim to improve the quality of life of rural communities. This cooperation is an effort to achieve the goals and objectives of human resource development.

Choosing ideas that follow the community's needs and setting policies to strengthen the community will make the community prosperous and able to become an independent society. This is inversely proportional to the situation in Tamaona Village, where LPMD still prioritizes the development of village road infrastructure, which is currently the mainstay of most Bulukumba government villages. Unfortunately, LPMD can change people's lives, but still needs to focus more on building road infrastructure in villages. In strengthening the community, Tamaona Village with Community Ulama, PKK, and Karang Youth cadets. Cooperation between the Tamaona village government and community representatives is needed to represent each field in Tamaona village. In the meeting, prepare the Village Government Work Plan (RKPDDes) that can improve the quality of the community and produce guidelines.

Based on the results of an interview with the Head of Tamaona Village, he revealed:

"I, as the Village Government will try my best for village development, especially in the non-physical sector, we admit that in the first period, the focus of village development was more on physical builders. Therefore, in the future, we priorities non-physical development for the growth of human resources".

The head of the government section of Tamaona Village reaffirmed the interview results above. Based on the results of an interview with the Section Head in the village government Tamoana, who said:

"..... Development should be carried out by prioritizing human resource development or at least physical and non-physical development should be able to go hand in hand, considering the quality of the people in Tamaona Village, the majority of which are educationally and economically still medium to medium. So that in the implementation of village development, which refers to the Regulation of the Minister of Home Affairs No. 114 of 2014 concerning village development guidelines can run well, balanced development between physical and non-physical development".

Therefore, development strategies must be directed to improve people's living standards. Development planning and implementation must include community empowerment efforts so that people have access to economic (and political) resources. The village government's strategy in developing community resources can be drawn from several things noted by the Tamaona village government. Developing appropriate rural communities will increase productivity, improve the quality of life of rural residents, and strengthen self-reliance.

There are four essential elements in the development program, including:

Agricultural Development

The purpose of agricultural development is to improve rural communities' living standards by increasing the people's production and livability. The focus is mainly on overcoming food shortages or restrictions in rural areas. Increasing agricultural production is considered very strategic because it is needed to meet food needs (both in rural and urban areas) and the basic needs of small industries and households. This activity is very suitable for carrying out in Tamaona village, considering that most Tamoana village people are farmers. Still, most of the agricultural activities are rice and field production. Rice fields in Tamaona village can be planted with various crops, not only rice, such as coffee, porang, cloves and others, which can create multiple crops and high selling points. Therefore, it is necessary to hold agricultural training in the city of Tamaona to improve the economy of rural communities so that people know when to start planting crops other than rice. From the results of an interview with one of the people in Tamaona Village, who said:

"It is recognized that there is a lack of agricultural training. That's why some villagers try to replace their rice plants with other crops, and the results are not a few that fail; the large enough capital spent to plant these crops is expected to get large yields and even become a loss for the village community itself".

Based on the results of previous interviews with village heads, the village government has implemented a strategy of strengthening communities in Tamaona village through training in agriculture. Training is one of the government's efforts.

Rural industrialization

The main goal of the rural industry is to develop small industries and handicrafts. The rural industry is a strategic alternative to respond. In contrast, rural industry is an excellent alternative to overcome the problem of land ownership and decline in land ownership due to changes in land function. The lack of skills development training from rural communities makes the rural industry in Tamaona village invisible; it's just that people with a good enough economy can start a business because they have enough capital to do it. One of the community's researchers interviewed said:

"..... We hope the village government can create activities to provide training to improve community skills.

Village Community Development

The village's primary purpose of the community development rules is to increase productivity, improve the quality of life of rural residents, and strengthen self-reliance. The lack of activities based on improving the knowledge and quality of the community, as well as dependence on the village government to provide education that depends on the previous government, makes it difficult to increase productivity, improve the quality of life in Tamaona Village and strengthen independence. Most rural communities move to big cities or outside the island to improve people's quality of life. This is considered more appropriate for improving the family economy than starting a business in the village without previous experience and training.

Based on the results of a research interview with one of the leaders of a community group in Tamaona Village who said:

"..... In the future, we will continue to coordinate with the village government so that synergy with the district government creates opportunities in the village to minimize urbanization. Indeed, there must be an extra role from the village government".

Growth Center Strategy

The strategy of the growth center is the development of the market and the distribution of production. The market acts as a storage place for village products, as well as a center of information on the issue of consumer and producer wills. Such a center of growth should be developed so that it remains socially like a city but economically has the functions and characteristics of the town. Tamaona Village, the growth center, already has a village market, generally called a self-help market, which residents outside the village use, so most people outside the town sell themselves in the market. The residents of the city of Tamaona themselves had to use the market to stimulate the economy. But here, the people of Tamaona City are buyers, not sellers. Unfortunately, rural communities cannot make adequate use of the existence of growth centers (markets).

Based on the interview results, information was obtained that the village market is actually a locomotive that drives the economy of rural communities. So far, it has not been utilized optimally by the village community, so more villagers become buyers than sellers.

Factors Influencing Human Resource Development Strategy

Education

Development and education are two different concepts, but there are interrelated influences. In this study, education is a means of development because it allows the development of community resources through education. For this reason, education requires talented people to be assets in the development process, and

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talented people are achieved through the development process. Thus, human resources are an essential part of development and education. Education is a system consisting of interrelated components that are functionally interrelated to achieve quality education. There are at least four main components of education: human resources, facilities, facilities, infrastructure, and politics. The human resource component can be called the strategic component because qualified human resources can use other components to achieve training effectiveness and efficiency where quality human resources can be achieved through human resource development. Development is an effort to improve something to be better. Building human resources through education is a challenge for village governments. In this case, the Tamaona village government seeks to improve educational facilities and infrastructure by building a sustainable kindergarten. The goal of capacity building is learning in line with individual explanations to reduce ignorance.

Based on the results of a research interview with the Head of one of the community groups in Tamaona Village, who stated:

“..... The development of the quality of human resources can be seen from two things, including physical and non-physical aspects. If Efforts to develop physical quality through health and nutrition programs. As for developing non-physical qualities, it is done with the most necessary education and training”.

In theory, the concept of education can be distinguished from training. The difference between an educational and training program in an organization is that education aims to improve general knowledge and understanding of our entire environment, whereas training is about improving knowledge and skills for a specific task. According to this view, education should improve overall knowledge, whereas training should improve skills/abilities. There are two types of HR development, namely: formal and informal HR development. First, formal human resource development, namely human resources assigned by institutions to participate in education or training, both carried out by the institution and training institutions. Formal HR development is carried out due to the demands of current and future tasks. Thus, this type of development can meet the needs of HR competencies which are empirical needs and predictive needs for the existence and sustainability of the institution. Secondly, informal staff development, that is, the development of individual qualities of staff based on self-awareness and the desire to improve their qualities in relation to their duties. There are many ways a human resource can improve its skills, but this type of improvement requires strong intrinsic motivation and the ability to access information sources as learning resources. There are five serious areas in staff development in education, namely: professionalism, competitive strength, functional competence, participatory advantage, and cooperation. The ability to have these five domains is the most important capital for HR to face a dynamic knowledge society.

One of the development of resources includes education and training, especially in the development of intellectual abilities and intellectual personality and human personality. Education (training) in an organization is a process of developing skills in the direction desired by the organization concerned. Training is now part of a specific skill/ability/group of people. Education for citizens is designed to create credibility, whereas education gives citizens the skills to increase their productivity.

Technology Development

Given the rapid development of the times, all activities in modern times use technology. Therefore, people in rural areas are not left behind by urban communities, and human resource development activities must also overcome technological problems. With the installation of Wi-Fi at the Tamaona Village office, the village community can access it via the internet, indirectly this can increase the knowledge of the village community through the internet.

The development of the increasingly advanced times allows the Tamaona village government to use sophisticated and simple technology. Faced with such a situation, the village government must be able to provide human resources who are able to handle and utilize technology. For mastery of advanced and undeveloped technology, it turns out to be an obstacle in itself. In fact, the use of advanced technology (mature)

makes the government and society quite difficult, because the skills and knowledge they have are still relatively lacking. Meanwhile, the use of simple technology also has the limitations of a long process that causes a waste of time.

Science and technology outside the village government today are developing more rapidly, with the implementation of human resource development, the development of science and technology can actually slow down the development of human resources in Tamaona village. Judging from the education, age and skills of the village government and also the people in Tamaona village who are still in the lower middle range in terms of education and skills and are quite old, it turns out that the government and village people are quite difficult to adapt to the development of science and technology.

CONCLUSION

The role of the Village Government in Human Resource Development in Tamaona Village has prepared guidelines for human resource development activities. To carry out these activities, the village government must cooperate with the Village Community Empowerment Institute (LPMD). But in reality, the village does not seem to cooperate with PKK, Karangtaruna and community leaders in human resource development. The implementation of staff development in Tamaona village is carried out in accordance with the political plan that has been prepared by the Tamaona village government. Human resource development in the field of education has been carried out from an early age, as well as PKK activities and also Karang Taruna Youth. However, the activities carried out have not been able to have a good impact on the people of Tamaona Village due to the lack of training that can improve the community's economy. In its implementation, there are also internal and external factors that encourage and hinder the development of human resources in the Tamaona sub-district; Strategies to achieve goals, necessary activities, community participation, financing activities and cooperation with other parties.

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