



Development Model of Village Economic Potential Towards Independent Village in the Covid-19 Pandemic

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Abstract

This study aims to identify the economic potential of the agriculture, plantation, fisheries, tourism, and trade sectors in Central Lolada. This research is a descriptive study using primary data analysis through interviews with all village heads. In order to raise village competitiveness, mapping of local potential needs to identify and explore potential that can be done by the community itself so that it will be appropriate in village development because the village as a government (head and community) clearly understands the potential of both natural resources and available human resources. The results show that the plantation sector is the main commodity produced, while the fishery sector is still very concerned and needs a touch of policy. For the tourism sector, there is only one tourist destination managed by the government. Meanwhile, for the trade sector, it is dominated by household scale industries. The Covid-19 pandemic doesn't really interfere with people's production activities, there is only the trade sector because it's limited by policy.

Key words: Economic potential, independent village, pandemic Covid-19

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INTRODUCTION

Economic development is a process of changing the condition of an area on an ongoing basis to a better state. In essence, economic development is to improve people's welfare. In the traditional view that development is synonymous with increasing per capita income or what is called economic growth (Amalia et al., 2022).

Improving the welfare of rural communities is one of the goals of rural development. One of the problems of economic development in Indonesia is the low level of community welfare in rural areas. Data from the Central Statistics Agency (2020), shows that in September 2017 there were 16.31 million rural communities in Indonesia living below the poverty line. Furthermore, 23% of households in the underprivileged category work in the agricultural sector.

The aim of the rural development program is to improve the welfare of the community. The welfare of society is often only associated with wealth or the accumulation of wealth and ownership of property. So that welfare is only considered as the ability to consume (Kasser, 2007). Rural development in the past was only related to the problem of how to modernize the agricultural sector and take direct economic benefits resulting from this modernization (Rivera, 2017).

Villages that have had potential but are still difficult to become independent villages now have to face the latest problems again. One of the most recent issues is the crippling urban economy as a result of the Covid-19 pandemic and this has caused many to close their businesses or lose their livelihoods. This makes many people (nomads) choose to leave the city and return to the village. The Ministry of Village's PDDT data for 2020 shows that as of December 31, 2020, there

were 1,044,558 people who returned to the village. The phenomenon of ruralization due to the Covid-19 pandemic is something that can be said to be good, because it will reduce the problems of poverty and unemployment in cities caused by urbanization. However, this phenomenon only moves problems from cities to villages, such as problems of poverty and unemployment. Therefore, appropriate steps or development targets are needed.

One of the right policies to be carried out is in villages in Central Loloda District. Central Loloda District is a sub-district in West Halmahera district which has ten villages. The villages in this sub-district have abundant economic potential such as agriculture, forestry, fisheries and marine affairs, plantations, livestock and others. If this potential is managed properly, every village in the Central Loloda sub-district will become an example of an independent village in West Halmahera district. The independent village in question is a village that is able to provide its own needs and does not solely depend on government assistance. The achievement of community welfare by increasing the productivity of its natural resources will be a long-term goal.

With the potential of abundant natural resources, it is a supporting factor for villages in this sub-district to become independent villages. However, until now, the Central Loloda sub-district government still finds it difficult to manage this potential well so that the dream of becoming an independent village is still difficult to realize. The population of Central Loloda sub-district is 5,135 people with the majority work as farmers. The sub-districts, which are rich in natural resources, are unable to provide jobs for the local community, so the people's last choice is to migrate to more developed areas in the hope of finding jobs there. Human resources in the fields of agriculture, plantations, fisheries, and fisheries lack creativity and innovation in increasing the amount of productivity and the management system is still traditional, the

community is still difficult to market the products they produce, there is no good partnership with the government in Halmaheira district. The West regarding product marketing, training and others is a barrier factor.

Todaro & Smith (2012), argues that planned development is the surest and direct route to economic growth. In some countries, planning is carried out on a top-down, ie all economic development planning is borne by the central government. The role of the government in this case is to prepare a national economic development program or roadmap that is in accordance with the conditions and characteristics of the country. With a centralized system, economic development is more controlled, it's just that many policies are not in accordance with what is needed by the community or region.

Prihatin (2019), states that the concept of equity seems to be in line with the regional autonomy model where the community (in this case the local government) has the right to manage their respective regional resources. In addition, this concept is also in line with applicable planning theory, namely in order to realize the development of an area it is necessary to have a plan map (plan and guidelines) which will then become the basis for implementing programs to overcome problems in the community.

Ulumiyah (2013), stated that rural development must follow four major efforts, which are interrelated and are the main strategies of rural development. First, empowering the economy of rural communities. In this effort, capital input and guidance on the use of technology and marketing are needed to enable and make village communities independent; Second, improving the quality of rural human resources so that they have an adequate basis to increase and strengthen productivity and

competitiveness. Third, infrastructure development in rural areas.

For rural areas, transportation infrastructure is an absolute necessity, because transportation infrastructure will spur the backwardness of rural communities. And fourth, building rural institutions both formal and non-formal. Institutions needed by the countryside are the creation of good services, especially to spur the rural economy such as financial institutions. The administration of government in the field of development is basically the key to the success of developing local economic potential to strengthen regional competitiveness (Husna, 2013).

Mapping of local potential is an activity carried out to find and recognize the socio-economic and cultural potential of local communities or also known as social orientation activities. This activity is part of the initial socialization process, carried out after and or in conjunction with informal visits to strategic groups at the village level.

Development of an economic base in rural areas has long been carried out by the government through various programs. However, these efforts have not yielded satisfactory results as desired together. One of the most dominant factors is that government intervention is too large, as a result, it hampers the creativity and innovation of rural communities in managing and running the economic engine in rural areas. Economic institutional systems and mechanisms in rural areas do not work effectively and have implications for dependence on government assistance so that it kills the spirit of independence. Ideally, the economic activities of the village community are carried out in the form of institutions or business entities that are managed professionally, but still rely on the original potential of the village. This can make community businesses more productive and effective (Sidik, 2015).

Village an independent village is usually defined as a village that is able to utilize every potential in accordance with the reflection of the strong will of the village community to advance, produce proud village products/works and the village's ability to meet its needs. This means that a village that wants to take advantage of every potential, both physical and non-physical and is able to produce a product and does not depend on outside assistance (Husaeni, 2020).

Permendesa number 6 Article 1 paragraph 22 of 2020, an independent village is a village with its ability to carry out village development to improve the quality of life and life for the prosperity of rural communities with sustainable economic and ecological resilience. Independent Village is a condition that reflects the strong desire of the village community to advance, the production of proud village products/ works and the village's ability to meet their needs (Husaeni, 2020).

In 2020 noted that the spread and increase of this virus was very fast and had spread throughout all countries including Indonesia. The Covid-19 pandemic has also spread and spread everywhere. Of course, its distribution has had an impact on every sector, both economic, socio-cultural, and so on. One of the impacts caused by the spread of this virus is the start of restrictions on activities. These restrictions occurred both in cities and in villages with the aim of stopping the rate of cases of the spread of this virus. Lockdown indirectly means that people are silent, there are no activities outside the home, they are unproductive and the foundations of the economy are slowly dying one by one (Sari, et al. 2021).

Several previous studies that support this study include, Husaeni (2017), Village Economic Potential Towards an Independent Village (Study in Sukamana Village, Central Kareng District, Cianjur Regency) The results

of this study indicate that the village economic potential in Sukamawa Village includes 6 sectors namely, agriculture, fisheries, trade, plantations, forestry, animal husbandry and the creative economy, and other supporting factors are the state of facilities and infrastructure and the formation of farmer groups (gapoktan).

Asbeni (2020), Village Economic Development Strategy Towards Independent Villages, with SWOT analysis tools and QSPM, the results of this study indicate that the economic potential of Sekura Village includes: trade, entrepreneurship, and industry. The main supporting factor is the availability of a adequate community economic infrastructure. Development strategies: a) Establishment of BUMDes by utilizing human resources and natural resources, b) Increasing community capacity in managing BUMDes, c) Improving quality through training, and d) Increasing public understanding of entrepreneurial potential.

Based on the background and problem formulation above, the objectives of this study are as follows: a) Analyze how much economic potential can be developed, b) Analyzing the contribution of economic potential that can make villages independent during the Covid-19 pandemic.

METHOD

This type of research is a qualitative descriptive study using primary data analysis to identify economic potentials in Central Loloda District. The research that will be carried out by researchers is in 10 villages in Central Loloda District, West Halmahera Regency. The villages in question include Jano Village, Aruku Village, Nolu Village, Tosomolo Village, Bilote Village, Barataku Village, Gamkahe Village, Pumadada Village, Baja Village and Jangailulu Village.

Primary data were obtained through interviews with 10 village heads in the administrative area of Central Loloda District, namely the village head of Jano, the village head

of Jangailulu, the head of the Nolu Village, the head of the Tosomolo Village, the head of the Bilote Village, the village head of Barataku, the head of the Gamkahe Village, the head of the Pumadada Village, head of Baja village, head of Aruku village.

RESULTS AND DISCUSSION

The ability of economic resources produced by a certain area or region and needs to be developed and improved in order to provide an added value for economic development is called economic potential. According to Abdurokhman (2014) that economic potential can also be interpreted as the power, ability, strength, and ability possessed by an area or region and or village that can be developed to improve people's welfare.

Table 1. Dominant Agricultural Potential in Central Loloda District

N	Villag	Cocon	Holticult	Clov	Nutm
o	e	ut	ure	es	ed
1	Jano	√	√	-	√
2	Aruku	√	-	√	√
3	Nolu	√	-	√	√
4	Tosomol	√	-	√	√
5	Bilote	√	-	√	√
6	Baratak	√	-	√	√
7	Gamkah	√	-	√	√
8	Pumada	√	-	√	√
9	Baja	√	-	√	√
10	Jangailu	√	-	√	√
	Total	10	9	9	10

Source: Interview results (processed)

A similar view related to economic potential from Mr. Julianus Tawakali who stated that "*Nakongoji aji* views the economic potential of management, local cadres and de wosi wealth are used for the sake of *nanga*

sanga mamoi bolo", as well as according to Mr. Sion Tuandali that "if we think that economic potential is all kinds of natural resources that can be developed, such as land, livestock, agricultural products, and so on, all of which are for casks". Meanwhile, Mr. Parson Masanae stated that "the economic potential of the village is not only natural wealth, but educational institutions that have a vat can also be called economic potential, because from there there will be human resources born and can develop a cask of wealth".

Some of the views of the informants above seem to all agree that economic potential is all forms of natural and non-natural wealth owned by an area and can be developed for the prosperity of the people. In line with that, Tarmizi & Arismiyati (2018), also emphasizes that economic potential is all types of resources owned by the region and their development is for the prosperity of the people.

The concept of food security according to law number 7 of 1996 is a condition in which food needs for households are met, which is reflected in the availability of sufficient food. Where agricultural commodities are the main commodities, and Central Loloda sub-district is a sub-district that has this potential. The results of interviews with 10 village heads, obtained data on agricultural potential results as shown in table 1.

Results in table 1, show that 10 of the village heads in Central Loloda sub-district consider their area to be dominant in producing coconut. Geographically, Central Loloda District is an agricultural area with the largest land use for coconut production. Based on the description given, it is explained that the largest land use is for the production of coconut (copra), followed by nutmeg and cloves, and horticultural crops. It can also be seen that out of 10 villages in this sub-district, only 1 village has the potential or superior to produce horticultural crops, namely Jano village.

In simple terms, it can be seen that only Jano village has one advantage over horticultural crops because the area has been inhabited by many transmigrants, mostly from Java. People from Java who came and settled in Jano Village generally did not own land and agricultural products of copra, nutmeg, and so on, so the alternative taken by the transmigrants was to rent land belonging to the local community and plant monthly crops, such as horticultural crops. However, the results of the cultivation of horticultural crops by the transmigrants have been able to increase economic turnover in Jano Village because the production is every month and the production is fixed. This is what makes people interested in shopping in Jano Village and there is a market created there. So that the village of Jano has its own characteristics that other villages do not have.

Other villages also actually have this potential, but it has not been utilized properly. From the results of interviews with village heads in each village, it was found that in 9 villages that did not have an advantage in this type of horticultural plant because in these villages these types of plants were only used as material for meeting daily needs or in other words only for food needs, while in terms of marketing it has not been maximized.

According to Mr. Fentus Nikere, "This village is not the same as Jano, who has a lot of monthly plants, actually, people are also natural, if you only plant monthly plants, that's how I can do it, only you know, tong pe the farmers here, ba kobong plants. The monthly crop is only enough to eat.

The agricultural potential in Central Loloda District is actually very good, it's just that it has not been maximized properly. Asbeni (2020), states that the economic potential of a village that is not developed properly causes a slowdown in the economic development of a village. Furthermore, the

results from interviews with village heads, obtained data on agricultural production as shown in table 2.

Table 2. Agricultural Product Production in Central Loloda District in 2019

N	Village	Coconut t/Ton	Cloves /Ton	Nutmeg /Ton
1	Jano	88	-	5
2	Aruku	240	1	7
3	Nolu	280	1	5
4	Tosomolo	320	2	8
5	Bilote	240	1,5	5
6	Barataku	320	2	7
7	Gamkaha	332	2	9
8	Pumadada	388	1	7
9	Baja	280	4	4
10	Jangailulu	240	3	9
Total		2.728	17,5	66

Source: Results of Interviewa (processed)

Based on the results of interviews in table 2 above, it shows that the production of coconut (copra) in this sub-district is the most dominant of all other types of agricultural crops. This is because most of the land has been overgrown with coconut trees. A small part of agricultural production is only sold to traders or entrepreneurs in each village. Meanwhile, most of them are directly sold in Tobelo (North Halmahera Regency) and some in the city of Ternate by sea by boat.

According to Mr. Agustinus Simus that "villages in Central Loloda sub-district especially Tosomolo Village are more dominant by Kalapa farmers. Because this Kalapa is a type of plant that existed long before this torang existed." Regarding that, sir Maklon Saruni added that "from the results of making Kalapa, a small part of the community sells the harvested Kalapa to the bosses in this village (Nolu village). And

some of it is sold outside the village, at least in Tobelo or in Ternate. Usually, the sales route is only by sea, because that is the only route.”

The data presented in table 2 shows that the production results from each village vary, for example, in 2019 the production of coconut (copra) in Jano village only reached 88 tons of coconut while in Pumadada Village it reached 388 tons. This is due to local conditions and community priorities. The reason that Jano village produces smaller coconuts than Pumadada Village is because some of the people have switched to horticultural agriculture, while the people in Pumadada village are still working as copra farmers, and horticultural crops are only to fulfill daily needs (eat).

Meanwhile, the results of interviews with village heads in Table 2 also show that Jano Village is the only village in Central Loloda sub-district that has the advantage of horticultural crop farming. The dominant horticultural crops produced include cassava, sweet potato, corn, and beans. What is described above shows that the next largest land use is for plantations. Of the many plantation lands are people's plantations. The production results from this horticultural plant are quite large, as shown in table 3.

Table 3. Horticultural Crop Productivity in Jano Village, Central Loloda District in 2019

No.	Commodity (ton/ha)	Production
1	Cassava	26,91
2	Sweet Potatoes	22,18
3	Vegetables	2,52
4	Banana	1,77
5	Onion	2,12
6	Chilies and Tomatoes	12,67

Source: Interview results

Based on the results of the study in table 3, it shows that there are 6 horticultural crop commodities from Central Loloda District. As explained below.

According to Mr. Yansen Ngosa that “in Central Loloda, ka moi (Jano Village) are planting monthly crops. There are 6 types of monthly crops, there are kasbi, batata, sayor-sayor, bole, onion, deng rica-tomate.”

All of these are potential commodities that can be utilized by the community in this sub-district in addition to the potential for coconut and nutmeg crops. With a relatively shorter harvest period compared to coconut, nutmeg and cloves, plantation sector commodities can be an option for Central Loloda District.

According to Mr. Parson Masanae, “there is a lot of potential in this farm, but many people just don't use it well. If people use it well, the village will definitely become an independent village. Especially here, so there is a group of farmers, usually called 'Makuriwo' (assisted standard)” which at least even though sadiki-sadiki barrels can be used as standard for cases that are less burdensome with cases that are fast in production”.

With the potential of the Central Loloda sub-district, it should be able to make villages in this sub-district become independent villages, because farmer groups (Makuriwo) have been created and there is already a market for agricultural products, which is expected to increase crop productivity. This agricultural potential really encourages villages in Loloda sub-district to become an independent village category. However, there are still some obstacles related to crop productivity in recent times.

As explained by Mr. Julianus Tawakal, that “people have problems related to crop productivity lately, many children are willing to become farmers to manage the barrels of natural products, natural products can be directly sold in the market, this barrel has not yet understood modern ways of managing nature.”

With this problem, Arifah & Kusumastuti (2018), stated that in an effort to make a village self-reliant, it is necessary to map out its potential and provide empowerment-oriented assistance, marked by the existence of groups that are ready to manage their potential.

The fisheries sector plays an important role in creating jobs, providing food, and as a source of foreign exchange. Central Loloda area is a coastal area which is a fishery center in West Halmahera Regency. From the interview results obtained as follows.

According to Mr. Sefnat Punana that "The types of fishery commodities in Central Loloda District consist of Grouper, Snapper, Napoleon, Baronang, Lobster, Sea Cucumber, and Seaweed. From the potential for freshwater cultivation, the types of commodities that can be developed are Carp, Gourami, Tilapia, Mujair, Lili, and Cork Fish".

The area of West Halmahera Regency is mostly ocean, so it has great potential to develop marine potential in this region. Most of the residents of West Halmahera Regency only use simple tools and technology to catch and process the fish they catch, where most of the fishing gear used is fishing rods, while the boats used are mostly boats without motors. The fishery sector is also the focus of West Halmahera Regency for exports. Central Loloda is a fishery center in West Halmahera Regency. The production of the fishery sector in 2002 was around 6617.3 tons, until now it has increased to around 6207.9 tons (Program & 2014, 2014).

However, according to Mr. Parson Masanae that "until now there are still many obstacles in the field of fisheries, including; knowledge of modern technology is still very minimal, fishermen are only seasonal fishermen and this work is only to fulfill needs, There is no assistance to fishermen, There is no empowerment.

Riskasari (2018), states that economic potential that is to be managed well but not supported by aligned policies will result in nothing. In addition, the role of the community as a driving actor in collaboration is also needed. The collaboration of development actors in realizing an independent village will have a good impact on the region.

The results of interviews related to whether there is potential for the tourism sector in Central Loloda District can be seen in Table 4. From the results of the interview, 7 villages according to each village head have tourism potential, while the other 3 villages do not. Although most villages have tourism potential, according to official data from BPS, the only village that has the availability of tourist attractions is Baja Village. This village has a tourist attraction which is one of the tourist destinations to visit West Halmahera Regency, namely Diti Island. However, this tourist attraction does not yet have supporting facilities such as the availability of hotels and inns.

According to Mr. Julianus Tawakali, "If you talk about the potential in the tourism sector, it has a lot of potential, but the government is still not paying attention to it. If it's only in the data, what is listed as a tourist attraction in Central Loloda is only Diti Island tourism, whereas in Tong Lia-Lia there is a lot of tourism potential, there are waterfalls, pante-pante tours with laeng-laeng".

Thus, if you look at the results of the interviews in table 4, there are still some villages that have not been touched. For example, in the villages of Barataku, Pumadada, Bilote, Tosomolo, Jangailulu, and Gamkahe, there are natural tourism potentials such as waterfalls and natural scenery in hilly areas. Meanwhile, in the 6 villages there is potential for water tourism such as river tubing and beaches with white sand charm.

An explanation from Mr. Nahor Matero and Mr. Parson Masanae that "Gamkahe Village and Barataku Village have utilized their

plantation potential by making agro-tourism such as in Barataku and Gamkahe villages. By maximizing the tourism sector in each village, it will create jobs and improve the welfare of the community.

Table 4. Tourism Potential in Central Loloda District

No	Village	Yes	No
1	Jano		√
2	Aruku		√
3	Nolu		√
4	Tosomolo	√	
5	Bilote	√	
6	Barataku	√	
7	Gamkahe	√	
8	Pumadada	√	
9	Baja	√	
10	Jangailulu	√	

Source: Interview results

In this regard, Mr. Erwin Nyira stated that “if you want these tours to develop, you just need seriousness in managing each of these potentials. Good cooperation must exist too. If this tourism potential is managed properly, then at least you can add a cask of village original income.”

Agunggunanto (2016), states that the development of a village's economic potential requires an appropriate policy. Appropriate policies will realize the achievement of good goals. This achievement will improve the welfare of the community. Welfare achieved through a policy that is in harmony and without depending on other regions proves that the region or village is independent.

Trade is an economic activity that links producers and consumers. As a trade distribution activity, it guarantees the circulation, distribution, and supply of goods through market mechanisms. Through trade everyone can fulfill his needs. One of the indicators towards an independent village is

the availability of the number of community livelihoods in the category of traders in a village.

According to Agustinus Simus, “of course, there is a market because there is a product. A product without a market will be tame to the village's economic activities. So, if you want everyone to develop this potential, you need a market for people to sell natural products, and if everyone is good, it will open up job opportunities. People from the village, people from children and grandchildren can burn. And if you can work, of course you will get a salary. With that said, the people who are already employed can get a job. Dongpe needs every day can be met. The poor will be reduced.”

According to Husaeni (2017), that trade is something that determines economic activity in connecting producers and consumers. With the market will make a means of distribution of a product or goods. Therefore, in developing a business product, market availability is needed.

Based on the results of interviews with village heads in Loloda Tengah District, data on potential trade in Loloda Tengah District were obtained as follows.

Table 5. Potential trade in Central Loloda District

No	Village	Yes
1	Jano	
2	Aruku	
3	Nolu	
4	Tosomolo	√
5	Bilote	√
6	Barataku	√
7	Gamkahe	√
8	Pumadada	√
9	Baja	√
10	Jangailulu	√

Source: Interview (processed)

Results. in the villages of Nolu, Tosomolo, Barataku, Pumadada and Jangailulu. For kiosk or stall businesses, there are in all villages in this

sub-district. Likewise with the copra business, all villages have the same potential. This sub-district only has one traditional market which is precisely located in the sub-district capital, namely Barataku Village. Which is used for the sale of production. However, until now economic activity in this market is still not optimal, because most of the production is not sold in the traditional market. According to Mr. Julianus Tawakali (Head of Pumatada Village) One of the reasons why it has not been fully maximized is because the number of goods available exceeds the market demand, so the last alternative that the community chooses is to market their products in Tobelo and Ternate. In 10 villages in this sub-district also have Bumdes, according to Mr. Fentus Nikere BUMDes can increase community economic activities. However, until now Bumdes in every village in Central Loloda District has only been formed but not active.

From the results of interviews with village heads in every village in Central Loloda District, it shows that during the covid19 pandemic, community activities in terms of production were not disrupted, what was slightly disturbed was the activity of selling production products. Because it must be limited by various central and regional government policies.

For example, according to Mr. Parson Masanae that "since the beginning of the Covid-19 pandemic until today, special economic activities in Bajalang villages have been running smoothly. Everyone makes the kalapa run smoothly. Ba'kobong me smoothly. The sadiki don't interfere in economic activities only when the barrels sell the copra produced from the outside of the region. There are many policies that sadly overwhelm the barrel."

This research is compared with Husaeni's (2017), research on Economic Potential Towards an Independent Village in

Sukamanah Village, Karangtengah District, Cianjur Regency, which uses an interactive model so as to get the results of Sukamanah village's economic potential covering 6 sectors namely, agriculture, fisheries, trade, plantations, forestry, livestock and the creative economy have been able to encourage Sukamanah village to become an independent village. If the six economic sectors owned by Sumakanah Village can make Sukamanah Village an independent village, then every village in Central Loloda District can also become independent villages during the Covid-19 pandemic. Because every village in Central Loloda District also has economic potential in the agriculture, livestock, tourism and Micro, Small and Medium Enterprises (MSME) sectors.

An independent village is usually defined as a village that is able to utilize every potential in accordance with the reflection of the strong will of the village community to advance, produce proud village products/ works and the village's ability to meet its needs. It means a village that wants to take advantage of every potential, both physical and non-physical and is able to produce a product and does not depend on outside assistance (Husaeni, 2020).

Referring to Runtunuwu (2020), on the Tourism Sector Development Strategy in North Maluku: A Case Study Of Tidore Island, which discusses the development strategy of an economic sector using Weighted Product Analysis, Simple Linear Regression, and SWOT Analysis, the results obtained are that an economic sector can develop if there is a supportive development strategy. For example, in this study, a strategy to increase human resources was used to manage this potential, develop supporting facilities, collaborate with third parties and increase promotion or marketing. If this strategy is used to develop the economic potential of every village in Central Loloda District, every village in this sub-district will become independent villages during the covid19 pandemic.

CONCLUSION

From the analysis of the economic potential of villages in Central Loloda District for the agricultural and plantation sectors, plantation commodities are more dominant than commodities from the agricultural sector. For the fisheries sector, the traditional resources of Central Loloda District still provide support for the fisheries population. For the tourism sector, Central Loloda District only has one tourist destination in one village which is managed by the local government. Although there are potential tourist areas in other villages, they have not been managed seriously. In terms of trade, the Central Loloda sub-district is mostly dominated by household businesses.

Based on theoretical view. The implications of this research are expected to provide analysis in identifying rural potentials to implement village development planning programs. By conducting field studies, interviews with policy makers as well as asking for their views on the economic potential in their villages. Therefore, through this research the researcher suggests.

First, the need for special attention from local governments to develop every potential that is oriented towards community economic empowerment.

Second, or further researchers, the results of this study can be used as comparison and reference material for research.

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