DEVELOPMENT PLANNING STRATEGY BASED ON REGIONAL POTENTIAL IN TANAH LAUT REGENCY

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Abstract

This study aims to find out the leading sectors in Tanah Laut Regency. The Development Planning Strategy Document Based on Regional Potential in Tanah Laut Regency is a long-term macro plan and contains the direction of policies and strategies for regional management planning in accordance with regional potential. In this research, the object of the research is the sector that has the highest value from combining the results of the LQ, DLQ and Shift Share analysis. The results of the analysis show that one sector which is a basic sector that has a competitive advantage and has prospective possibilities to be developed in the future in Tanah Laut Regency is the Agriculture, Forestry and Fisheries/Agriculture Forestry & Fishing Sector. Further analysis obtained the highest LQ value, namely corn, which has an LQ value > 1, which is 1,643, so that the superior which is the potential to be developed in Tanah Laut Laut Regency is the Corn Food Crops Agriculture Sub-sector. Based on the results of the SWOT analysis in this study, it produced a count (+/-), namely in Quadrant II (positive, negative). This position proves a strong organization but faces great challenges. The tactical advice given is the Diversification Strategy.

Keywords: Superior potential, Corn Food Crop Agriculture Sub-Sector, Diversification Strategy.

INTRODUCTION

In the current era of regional autonomy, regions are given broad authority and opportunities for the development of economic, social, political and cultural potential. One form of opportunity is the need to sharpen the orientation of development based on regional potential. Each region is encouraged not only to be better able to take roles and initiatives in development planning, but also to be more observant in exploring and exploiting resources aimed at the welfare of the local community. Based on this capability, local governments can actually become the main actors of development in their regions, while the central government acts as a facilitator and coordinator of national development.

The Regional Medium-Term Development Plan (RPJMD) of Tanah Laut Regency for 2018-2023 is an elaboration of the Vision of the elected Regent and Deputy Regent. Taking into account the potential, conditions, problems, challenges and opportunities that exist in Tanah Laut Regency, the desired future conditions for the 2018–2023 period are: The realization of INTERACTING Tanah Laut. The word "INTERACTING" in the Vision above is an abbreviation of the phrase: "Creating, Innovation, Organized, Religious, Actual, and Synergy".

Judging from the role of each business field in contributing to the GRDP of Tanah Laut Regency, business fields in agriculture and mining have the largest role. Mining and Quarrying accounted for 22.64 percent followed by the Agriculture, Forestry and Fisheries sector contributing 18.74 percent. The large amount of potential that exists in Tanah Laut Regency requires a study to determine the potential which is a basic or superior sector which can then be developed and can be used as the basic capital in development planning in Tanah Laut Regency,

Tanah Laut Regency has several potentials that can be used as preparation for South Kalimantan as a food buffer for the National Capital. The potential of Tanah Laut Regency includes the potential for livestock, agriculture, plantations, fisheries and tourism. In addition to the various potentials that exist in Tanah Laut Regency, Tanah Laut Regency in 2022 by the Province of South Kalimantan has been prepared as a food estate development area. The South Kalimantan provincial government is targeting the construction of a food estate area of 50 thousand hectares for rice and corn plants. With a food estate The province of South Kalimantan is expected to become a food buffer area for the state capital (IKN) in East Kalimantan in the future.

Seeing the potential that exists in Tanah Laut Regency, then thesis preparation "Development Planning Strategy Based on Regional Potential in Tanah Laut Regency" This is very strategic because it not only plays a role in supporting and increasing the success of the implementation of the development of Tanah Laut Regency, utilizing the potential of the region through integrated planning, but also as one of the entrances in realizing resource management. future power. Development Planning Strategy Document Based on Regional Potential in Tanah Laut District is a long-term macro plan and contains policy directions and regional management planning strategies in accordance with regional potential

MATERIAL AND METHOD

The analytical method used for the preparation of this research is to use quantitative descriptive techniques and the analysis is carried out using data on the Gross Regional Domestic Product of Tanah Laut Regency on the basis of 2010 Constant Prices by Business Field (Billion Rupiah) in 2017-2021. The data were analyzed by analysis of Location Quotient (LQ), Static Location Quotient (SLQ) and Dynamic Location Quotient (DLQ) and Shift Share. The three analyzes are to identify the potential and leading sectors in Tanah Laut Regency. After knowing the superior

potential, the author uses a SWOT analysis to find out the strategy that will be applied in an effort to optimize the potential that is superior in Tanah Laut Regency.

RESULTS AND DISCUSION
Location Quotient (LQ) Analysis

The main thing that must be done is to know the basic sector and non-base sector of the GRDP sectors that have been analyzed using the LQ method. The results of the calculations that have been done if LQ>1 the sector is included in the base sector but if LQ<1 the sector is included in the non-base sector. From the calculations that have been done, the following table shows the results of the LQ analysis.

Table 1. Calculation Results of *Location Quotient* (LQ) of Tanah Laut Regency in 2017-2021

No	Sector	LQ Value/Year					Average LQ	Information
		2017	2018	2019	2020	2021		
A	Agriculture *Forestry & Fishing*	1.29	1.29	1.29	1.30	1.31	1.30	Base
B	Mining and *Quarrying*	1.16	1.15	1.14	1.14	1.14	1.14	Base
C	Processing Industry/ *Manufacturing*	0.87	0.89	0.90	0.89	0.88	0.89	NonBase
D	*& Gas* Procurement	0.67	0.67	0.67	0.67	0.67	0.67	NonBase
E	Sewerage *Waste Management & Remediation Activities*	0.44	0.44	0.43	0.42	0.42	0.43	NonBase
F	Construction	0.90	0.91	0.92	0.92	0.93	0.92	NonBase
G	Wholesale and Retail Trade; Car and Motorcycle Repair/ *Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles*	1.11	1.11	1.10	1.11	1.11	1.11	Base
H	Transportation and Warehousing/ *Transportation & Storage*	0.93	0.93	0.94	0.97	0.97	0.95	NonBase
I	Provision of Accommodation and Food/ *Accommodation & food Service Activities*	0.75	0.75	0.75	0.75	0.75	0.75	NonBase
J	Information and Communication/ *Information & Communication*	0.83	0.83	0.83	0.82	0.82	0.82	NonBase
K	Financial and Insurance Services/ *Financial & Insurance*	0.40	0.40	0.42	0.42	0.41	0.41	NonBase

No	Sector	LQ Value/Year					Average LQ	Information
		2017	2018	2019	2020	2021		
	Activities							
L	Real Estate/ *Real Estate Activities*	0.88	0.89	0.88	0.86	0.86	0.87	NonBase
M N	Company Services/Bussiness Activities	0.50	0.50	0.50	0.50	0.50	0.50	NonBase
O	Government Administration of Defense and Mandatory Social Security/ *Public Administration & Defense; Compulsory Social Security*	0.90	0.90	0.92	0.93	0.96	0.92	NonBase
P	*Education* Services	0.85	0.86	0.85	0.86	0.85	0.86	NonBase
Q	Health Services and Social Activities/ *Human Health and Social Work Activities*	0.53	0.53	0.52	0.52	0.51	0.52	NonBase
S T U	Other Services/ *Other Service Activities*	0.61	0.61	0.61	0.62	0.62	0.61	NonBase

In the calculation of the LQ analysis, it is known which sectors have an LQ value> 1 and become the base sector of Tanah Laut Regency. Among them are the Agriculture, Forestry and Fisheries Sector with an average LQ value of 1.30, the Mining and Quarrying Sector with an average LQ value of 1.14 and the Wholesale and Retail Trade Sector; Repair of Cars and Motorcycles with an average value of LQ = 1.11.

These three sectors are the leading sectors or basic sectors and have cooperative advantages, so that these sectors need to be continuously pursued by both the government and the private sector to be redeveloped and continue to develop while increasing the regional economy of the Tanah Laut Regency.

Dynamic Location Quotient (DLQ) Analysis

The next stage is a DLQ analysis to determine the prospective sectors to be developed in Tanah Laut Regency. The DLQ method is a method used to determine changes in the position of the economic sector in the future. In the sense that a sector that is currently a leading sector will not necessarily be a leading sector in the future. If the value of DLQ 1, then an economic sector is a leading sector in the future, whereas if the value of DLQ <1, then a sector is not a leading sector in the future. From the calculations that have been done, the following table shows the results of the DLQ analysis.

Table 2. Calculation Results for the *Dynamic Location Quotient* (DLQ) of Tanah Laut Regency in 2017-2021

No	Field of Business/industry	DLQ	Information
A	Agriculture *Forestry & Fishing*	1.8384	prospective
B	Mining and *Quarrying*	0.3205	Not Prospective
C	Processing Industry/ *Manufacturing*	1.4729	prospective
D	*& Gas* Procurement	1.2358	prospective
E	Sewerage *Waste Management & Remediation Activities*	0.4969	Not Prospective
F	Construction	2.2330	prospective
G	Wholesale and Retail Trade; Car and Motorcycle Repair/ *Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles*	1.1862	prospective
H	Transportation and Warehousing/ *Transportation & Storage*	3.0618	prospective
I	Provision of Accommodation and Food/ *Accommodation & food Service Activities*	1.3777	prospective
J	Information and Communication/ *Information & Communication*	0.9654	Not Prospective
K	Financial and Insurance Services/ *Financial & Insurance Activities*	1.8111	prospective
L	Real Estate/ *Real Estate Activities*	0.6975	Not Prospective
M N	Company Services/Bussiness Activities	1.1893	prospective
O	Government Administration of Defense and Mandatory Social Security/ *Public Administration & Defense; Compulsory Social Security*	4.0027	prospective
P	*Education* Services	1.0780	prospective
Q	Health Services and Social Activities/ *Human Health and Social Work Activities*	0.7359	Not Prospective
S T U	Other Services/ *Other Service Activities*	1.1948	prospective

From the table above, it can be seen that there are ten sectors that are the basis or leading sectors in the future with a DLQ value 1. These sectors are as follows:
1. Agriculture, Forestry and *Fishing* (DLQ = 1.8384)
2. Processing/ *Manufacturing Industry* (DLQ = 1.4729)
3. *Gas* Procurement (DLQ = 1.2358)
4. Construction (DLQ = 2,2330*)*

5. Wholesale and Retail Trade; Car and Motorcycle Repair/ *Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles* (DLQ = 1.1862)
6. Transportation and Warehousing/ *Transportation & Storage* (DLQ = 3.0618)
7. Provision of Accommodation and Food and Drink/ *Accommodation & food Service Activities* (DLQ = 1.3777)
8. Financial Services and Insurance / *Financial & Insurance Activities* (DLQ = 1.8111)
9. Company Services/ *Bussiness Activities* (DLQ = 1.1893)
10. Government Administration of Defense and Mandatory Social Security/*Public Administration & Defense; Compulsory Social Security* (DLQ = 4.0027)
11. *Education* Services (DLQ = 1.0780)
12. Service *Activities* (DLQ = 1.1948)

The strategy for developing corn farming in Tanah Laut Regency is a diversification strategy, therefore several policies can be formulated to support this strategy, including:
1. Increase income by diversifying your business
   Facing the challenges of climate turmoil is not easy. Serious and creative efforts are needed to address the many changes that have occurred in the food crop agriculture sector. Reducing dependence on one commodity through efforts to diversify farming is a wise way to save farmers' farming.

2. Increase farmers' income by product diversification
   Product diversification is one way to increase sales volume that can be done, especially if the business is already in the maturity stage. With product diversification, a business will not depend on only one type of product. But can also rely on other types of products (diversified products). Because if one type of product is experiencing a decline, it will be overcome with other types of products.

3. Activate farmer groups in the research area to improve the quality of human resources
   With the existence of farmer groups, farmers can exchange ideas and share knowledge with other farmers. Improvements in the quality of human resources are expected to have a positive influence on the performance of farmers. The implementation of this policy is carried out as an effort to minimize threats that may arise from competition.

CONCLUSION

Based on the research that has been done, the following conclusions can be drawn:
1. From the combined analysis of LQ, DLQ and Shift Share analysis, it was found that one sector which is a basic sector that has a competitive advantage and has prospective possibilities to be developed in the future in Tanah Laut Regency is the Agriculture, Forestry and Fishing Sector. From the food crop agriculture sub-sector, it is known that corn has an LQ value > 1, which is 1.643. So that the superior which is the potential to be developed in Tanah Laut Laut Regency is the Corn Food Crops Agricultural Sector.
2. The results of the SWOT analysis in this paper produce a count (+/-), which is in Quadrant II (positive, negative). This position proves a strong organization but faces great challenges. The tactical suggestion given is the Diversification Strategy. ST strategy is to use strength (S) to overcome Threats (T). The strategies undertaken include:

a. Increase/diversification of agricultural production to increase the selling value of production so that it can increase GRDP.
b. The need for government policies to stabilize the selling price of corn harvests.
c. The need for local government policies in increasing the quantity and quality of maize yields.
d. The need for fertilizer subsidies and the smooth distribution of fertilizers.
e. It is necessary to subsidize Hybrida JH 37 (Katuju) corn seeds to corn farmers.

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