

Analysis of the Kulon Progo Bela-Beli Program on the Economy

^{1*}Diasa Karimahakim, ²Uswatun Khasanah, ³Anas Usman Bello

Email : ^{1*}diasa1700010022@webmail.uad.ac.id , ²uswatun.khasanah@ep.uad.ac.id,
³anasbello@stu.xjtu.edu.cn

Afiliation: ¹²Universitas Ahmad Dahlan, Indonesia, ³Xi'an Jiaotong University, China

* *Corresponding Author*

Abstract

Regional or local economic development is a process of involvement of local governments and elements of society in jointly managing local resources or potentials with the aim of creating new jobs that can stimulate economic and community growth as well as alleviating people in poverty. One of the efforts to overcome these problems is the "Bela-Beli Kulon Progo" program. This study has a purpose, namely to determine the implementation of the "Bela-Beli Kulon Progo" program for the people in the Kulon Progo area. This study uses a qualitative descriptive method by using survey research. The use of this method is in accordance with the purpose of this study, which is to describe the implementation of the "Bela-Beli Kulon Progo" program for the community in the Kulon Progo area. The results of the study use two perspectives, namely the perspective of the community who are members of the "Bela-Beli Kulon Progo" Program and the perspective of stakeholders in the "Bela-Beli Kulon Progo" Program with the results obtained on the economy and community participation in the "Bela-Beli Kulon Progo" Program. directly and indirectly felt by the people of Kulon Progo Regency through employment, increasing income, increasing quality and productivity, as well as high enthusiasm and participation in the program. Other results through the role of local governments through related agencies obtained very good and efficient results through the provision of counseling, assistance, supervision, and always innovating in the "Bela-Beli Kulon Progo" Program which was felt directly and indirectly by the people of Kulon Progo Regency.

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Introduction

Regional or local economic development is a process of involvement of local governments and elements of society together in managing local resources or potentials that create new jobs so that they can stimulate economic growth in an area. The economic

sector is one of the indicators or benchmarks in the success of development carried out nationally or regionally. The role of the government, both central and regional, has a very important role in the development process.

Community participation through community empowerment is also one of the efforts to encourage change that aims to provide people's economic participation in the economy. Community empowerment is one of the efforts to improve the quality of society so that it can achieve everything about community life both in all fields (Widjaja, 2003 in Habeahan, 2018).

Local economic development carried out by local governments in partnership with the community through community empowerment, local governments need to package these efforts by making innovations and breakthroughs. The partnership carried out by the local government with the community through community empowerment can run well and achieve the main goal of moving the community's economy and alleviating people from poverty.

Kulon Progo Regency is an area in the Special Region of Yogyakarta Province which has a fairly high poverty rate. This can be proven in table 1 that the poverty rate in Kulon Progo Regency is quite high even though in 2018 and 2019 it has decreased..

Table 1. Poverty Level of Kulon Progo Regency

2012	2013	2014	2015	2016	2017	2018	2019
23.31	21.39	20.64	21.40	20.30	20.03	18.30	17.39

Source: BPS Kulon Progo Regency, (2020)

Efforts are always made by the Kulon Progo Regency Government to release the community from the shackles of poverty. One of them is through the "Bela-Beli Kulon Progo" program carried out by the Kulon Progo Regency Government under the leadership of Regent Hasto Wardoyo and Deputy Regent Sutedjo which was pledged in 2013. Public. The program targets community empowerment in utilizing local potentials that have strong competitiveness. Mappings are carried out by the Kulon Progo Regency Government on local potentials in Kulon Progo Regency which have excellent potential and strong competitiveness. This is done with the aim that the community has a stretch of the community's economy so that it can improve the economy and release the community from the shackles of poverty.

From the description above, the main contribution of this research is to analyze the implementation of the "Bela-Beli Kulon Progo" Program for the community. The

analysis is carried out using two perspectives, namely the community who are members of the program and the stakeholders involved in the program.

Literature Review

Regional Economic Development

Regional or local economic development is the involvement of local government and community elements in managing existing local potentials. The process of involving local governments and elements of the community together in managing existing local resources or potentials by collaborating between local governments and a group of people. The cooperation aims to create a new job opportunity so that it can stimulate economic growth in the region. Regional or regional economic development is very important to achieve the progress of a region. In addition, the occurrence of regional or regional economic development can be used as an indicator to see the size of community participation in an area. In an effort to develop regional or local economics having an orientation to increasing the number and types of job opportunities for local communities, it requires a good partnership pattern between the regional government and the community from community participation and the use of resources so that it becomes the potential needed for regional economic design and development. (Pasaribu, 2015).

Public Policy

Public policy is a policy that is taken, carried out, or made by a person or group that is used to realize a certain goal for the benefit of the community (Taufiqurokhman, 2014). According to the Big Indonesian Dictionary, public policy can be translated into a concept or design that can be used as an outline and design basis when carrying out the process of implementing an activity, rules, and how to follow up on a concept for either the government or an organization as a way to achieve a goal or goal. A policy is needed both to be used nationally and regionally. This is because a policy will be used as a law or a basis for everything concerning the interests of the people. A deeper understanding of the role of the government as a public actor or an important stakeholder is needed, especially in terms of public policy because a public policy must be closely related to the wider community.

Regional Autonomy

In Greek, autonomy consists of two words: first, autos which means self and second, nomos which means government. Autonomy has the meaning of self-governing, in the scope of regional public administration it is often referred to as local self-government.

The central government delegates power to local governments, known as Regional Autonomy or autonomous regions to carry out or manage their own households. According to Law Number 32 of 2004 Article 1 paragraph 5 regional autonomy is the right, authority, and obligation of the autonomous region to regulate and manage its own government affairs and the interests of the local community in accordance with statutory regulations. The enactment of the regional autonomy policy has the aim that as much as possible a region can manage and regulate everything in the area, be it for regional development purposes, services to the community or others.

Poverty

Poverty is the inability of a person or group to fulfill all their needs. In a narrow sense, poverty is a condition of a person or group experiencing a shortage of money used to support and meet needs. In a broad sense, poverty is a thing experienced by a person or group in powerlessness, vulnerability in dealing with emergency situations, dependence, alienation. According to Widodo (1997) in Sartika (2016) explained that basic needs will always be related to poverty, because the problem of poverty is a fundamental problem.

Partisipasi Masyarakat

Community participation is community participation in an activity, both in the process of overcoming all problems or something that happens in the life of the community. According to the Big Indonesian Dictionary, participation has the meaning of participating in a part, participating, or participating. According to Isbandi (2007) in Deviyanti (2013) community participation is community participation in an identification, selection, decision making in overcoming a problem or potential as well as being involved in the implementation, and evaluation of the problem or potential.

Stakeholder

Stakeholder is one or several parties who create, engage, manage, and assist a problem or program. Stakeholders have an important role in a problem or program. Stakeholders in this case can be individuals, groups, or government or private agencies. According to (Gonsalves et al. in Iqbal, 2007 in M. Ali Zuhri et al., 2015) explains that a stakeholder is an individual, group, or community who has an impact or is affected by a policy, program, or a development.

Research Methods

This research uses descriptive qualitative research method, namely by using survey research. The use of this method is in accordance with the purpose of this study, which is to describe the implementation of the "Bela-Beli Kulon Progo" program for the people in the Kulon Progo area. The data used in this research is qualitative data obtained from the results of interviews and the distribution of questionnaires. Methods of data collection is done by means of observation, questionnaires, interviews, and documentation. The sampling technique used is non-probability sampling using purposive sampling. The analytical tool used is the Miles and Huberman method using four stages, namely the data collection stage, the data reduction stage, the data presentation stage, and the conclusion drawing stage.

Results and Discussion

The discussion of the implementation of the "Bela-Beli Kulon Progo" Program for the Community in the Kulon Progo area in this study uses two perspectives, namely the perspective of the people who are members of the "Bela-Beli Kulon Progo" Program and the perspective of stakeholders in the "Bela-Beli Kulon Progo" Program. . In the first perspective, the community in question is the community who are members of the program in the "Bela-Beli Kulon Progo" program, namely representatives of the Prosperous Prosperous Farmers Group Association and five Batik Geblek Renteng workers at the Sembung Batik Center. The second perspective, stakeholders in the "Bela-Beli Kulon Progo" Program include representatives of the Kulon Progo Regency Cooperatives and SMEs Office, representatives of the Kulon Progo Regency Agriculture and Food Service, representatives of the Tirta Binangun Regional Public Company.

In the "Bela-Beli Kulon Progo" Program, there are various programs carried out in order to overcome problems and can be felt by the people of Kulon Progo Regency. These programs include Regional Rice or PanganKu, MSME Development and the presence of Tomira, Air-Ku and Batik Geblek Renteng. Some of these programs are methods or steps taken in the "Bela-Beli Kulon Progo" Program whose goals can be felt by the people of Kulon Progo Regency.

From the results of interviews related to the implementation of the "Bela-Beli Kulon Progo" program, data and information can be obtained that with this program the community feels the economic impact, community participation, and the role of the Kulon Progo Regency Government in carrying out the program. These three things can be felt by

the community directly and indirectly through four programs, namely Regional Rice or PanganKu, MSME Development and the presence of Tomira, AirKu and Batik Geblek Renteng.

Of the four programs, each resource person stated that economically, community participation, and the role of the government were felt by the people who were members of the "Bela-Beli Kulon Progo" Program. This is evidenced by several things related to several improvements in the economy, enthusiasm and level of participation in community participation, as well as the role of the government in the "Bela-Beli Kulon Progo Program".

In terms of the economy, the people who are members of the program experienced several improvements, namely income, quality, and productivity. This is in accordance with the information from the informants based on the results of direct interviews and the distribution of questionnaires.

In terms of community participation, the community has a high level of enthusiasm and community participation in the "Bela-Beli Kulon Progo" Program. From the information of the informants through direct interviews and the distribution of questionnaires, information can be obtained stating these two things. Every year there is an increase in enthusiasm and participation.

In terms of the role of local governments through related agencies, the community feels that there is a fairly good role carried out by local governments through related agencies. The role felt by the community is that each period of the relevant service provides counseling, assistance, and supervision of the implementation of the "Bela-Beli Kulon Progo" Program which the community participates in. This is in accordance with the information provided by several sources through direct interviews and distributing questionnaires.

Based on the results of interviews related to the implementation of the "Bela-Beli Kulon Progo" program, data and information can be obtained that with this program the community feels in terms of the economy, community participation, and the role of the Kulon Progo Regency Government in carrying out the program. These three things are based on information from several stakeholders who stated that the program can be felt by the community directly and indirectly through four programs, namely Regional Rice or PanganKu, MSME Development and the presence of Tomira, AirKu and Batik Geblek Renteng.

Of the four programs, each resource person came from relevant stakeholders, in this case related agencies, who stated that economically, community participation, and the

role of the government were felt by the people who were members of the "Bela-Beli Kulon Progo" Program. This is evidenced by several things related to several improvements in the economy, enthusiasm and level of participation in community participation, as well as the role of the government in the "Bela-Beli Kulon Progo" Program.

In terms of the economy, the "Bela-Beli Kulon Progo" Program based on information from several agencies related to the program greatly helps the economy of the people who take part in the "Bela-Beli Kulon Progo" Program and the economy of Kulon Progo Regency itself through contributions to PAD deposits. The related agencies stated that the community felt an increase in the economy directly due to the absorption of labor and an increase in productivity. In addition, the relevant agencies also provided information that the program also contributes to the economy of the Kulon Progo district through PAD donations. This is due to the use of local potential owned by Kulon Progo Regency itself so that it can contribute to the PAD of Kulon Progo Regency.

In terms of community participation, based on information from the office regarding community participation, it is quite high in its contribution to the "Bela-Beli Kulon Progo" Program. The high level of community participation is based on their participation and enthusiasm in participating and participating in the "Bela-Beli Kulon Progo" Program. However, the relevant agency also provided information that the initial community participation was still lacking because the community needed an example first and required real evidence in the program.

In terms of the role of local governments through related agencies, several agencies provide information that every period or year they always provide assistance, counseling, training, and supervision. In addition, the relevant agencies have also made several innovations to the programs in the "Bela-Beli Kulon Progo" Program.

Conclusion

From the information from interviews and questionnaires as well as discussions related to the implementation of the "Bela-Beli Kulon Progo" program for the community in the Kulon Progo area which uses two perspectives, namely the perspective of the people who are members of the "Bela-Beli Kulon Progo" program and the perspective of stakeholders in The "Bela-Beli Kulon Progo" program can be concluded as follows.

In the economy, it was concluded that based on interviews and questionnaire distribution, the program was able to absorb local workers, increase income, improve quality, or increase community productivity. In addition, the program is able to directly or indirectly contribute to the economy of the community or Kulon Progo Regency.

On community participation, conclusions were obtained based on interviews and questionnaire distribution, namely that the program had a contribution to community participation in Kulon Progo Regency. The level of community participation can be seen from the enthusiasm of the community members in supporting the program, the participation of the community members in the program, and the community being well competitive after the program was implemented, although at the beginning of the program the program was not enthusiastic.

On the role of the Regional Government through the relevant agencies, it was concluded based on interviews and distributing questionnaires that the Regional Government through the related agencies was very good and efficient. This role is to provide counseling, assistance, supervision, and always innovate in carrying out the Kulon Progo Bela-Beli Program.

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