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# Optimizing the Management of Rural Area Potential For Indonesia's Development towards Industrialization in the Flow of Globalization

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## Abstract

The implementation of rural development research in the development of rural communities aims to find solutions in improving the management of regional potential to increase people's income, increase regional original income, support Indonesia towards an industrialized country in the global flow, by carrying out several stages of activities: planning stage, implementation phase, and evaluation phase. The planning stage is the initial stage to prepare everything needed in the implementation of community development programs in finding solutions to improve the management of regional potential to increase community income and local revenue in South Sulawesi, Indonesia. Conduct situation analysis in various rural areas, including identifying problems faced by rural communities. Furthermore, analyzing and evaluating various problems and solutions that have been implemented using a qualitative approach, starting with observation, interviews, and documentation. Based on the analysis of the problem and the results of the discussion, it is found that there are inequalities: the presence of people who work in urban areas is greater; increase in educated population, suitability of population skills with the world of work; limited competence, creativity, and innovation of the population; dependence on the government; Promote Green Sustainable Safe Tourism facilities.

**Keywords:** Local Government, Regional Potential Management, The suitability of populations skills with the world of work, Sustainable Green Tourism, Public Health

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## 1. INTRODUCTION

The research location is in Bulukumba Regency on the east side, which is part of South Sulawesi Province, geographically it is located between 5 degrees 20' 00" to 5 degrees 40' 00" South Latitude and 119 degrees 58' 00" to 120 degrees 28' 00" (WGS 84 system base at Greenwich). Based on BPS data for Bulukumba Regency in 2021, Bulukumba Regency has an area of 1,154.58 km<sup>2</sup> and a population of 437,610 people. The population in 2022 is 386,239 people and a population density of 2,918 people/km<sup>2</sup> with an average population growth of 0.61%, where the greater population density there is at the Ujungbulu District and the least one density exists at the Kindang District. The annual rainfall pattern is generally bimodal, with the dry season usually occurring in July – October and the rainy season in December – May, with annual rainfall rates ranging from 1400–2500 mm/year. In the rainy season the wind blows from East to West, while in the dry season it blows from West to East. Bulukumba is located in the southeast of Makassar City, consisting of 10 sub-districts and 24 sub-districts or kelurahan and 102 villages.

The existence of coastal and marine areas of Bulukumba Regency has a beach length of ± 132.5 km, including coastal waters to the seaward limit as far as 4 nautical miles from the coastline. The physical condition of the coastal and marine areas of Bulukumba Regency stretches from the administrative area of Gantarang District, Ujung Bulu District, Bonto Bahari District, Bonto Tiro District, Herlang District, Kajang District and Ujung Loe District. In the following table 1 is presented the area and length of the coastline and sea of Bulukumba Regency, it can be seen in next (Km<sup>2</sup>) magnitudes.

**Table 1. Area and length of the coastline and sea of Bulukumba Regency**

No	District area	Area (Km <sup>2</sup> )	Length of coast line (Km <sup>2</sup> )
1.	Gantarang	25,93	10,0
2.	B. Bahari	91,60	48,2
3.	Ujung Loe	53,37	11,5
4.	Bonto Tiro	10,55	10,6
5.	Herlang	25,21	16,0
6.	Kajang	21,50	20,2
7.	Ujung Bulu	9,71	11,5
Coast and sea of Bulukumba Regency		237,87	128,0

**Source:** RTRW Bulukumba Regency 2010-2030

In the table above, we can see that all sub-districts in Bulukumba Regency have various potentials, for example Gantarang has the potential for cotton plantations and rice fields, Bonto Bahari is famous for its natural beauty and white sand and the tradition of making phinisi boats, Ujung Loe with abundant rice from its fields, Bontotiro has corn plantations, weaving craftsmen, Datotiro's grave, and smoked fish producers, Herlang has quite a variety of plants and fruit products, Kajang is known for producing fishery products, rubber plantations, and Ammatoa cultural tourism, Tanete is famous for its cool air, has abundant spice plantations and fruit plantations, Ujung Bulu as the city center is known for small and medium businesses and various types of businesses that are growing. All sub-districts show development leading to a promising growth process, so the focus of this research is on Tritiro Village, Bontotiro District, Bulukumba Regency, which has various tourism potentials and handicraft activities that have not been socialized. Woven crafts, which have become a tradition of the people from generation to generation, have become one of the local government's concerns, because they have begun to be known for various products such as bags, flowers, bosara, wall decorations, and various forms and models of woven handicrafts. In addition to natural attractions, this area also has various cultural

historical sites from the 14th century as well as religious sites from the 16th century, besides that, various kinds of traditional life can still be found in the historical area as a center for the spread of Islam in the southern peninsula of South Sulawesi Province (Hood & Peters, 2004; Mc.Ginnis & Ostrom, 2012).

Based on the results of observations, problem analysis, and phenomena that exist at there search site, there are various problems that need attention to solve the problem. Likewise, various opportunities for the tourism sector are also quite prospective to be developed in several tourist areas in Tritiro Village, Bontotiro District, Bulukumba Regency. The development of tourism potential in one area as a tourist destination will provide benefits for increasing the income of the community and local government (Cartier & Taylor, 2020; Musavengane & Kloppers, 2020). The function of tourism can be carried out by empowering communities in rural settlements and at the same time functioning as a conservation area for regional wealth (Briedenhann & Wickens, 2004; Ramaano, 2022; Sebele, 2010; Sutawa, 2012).

Various efforts have been made to develop rural tourism objects that utilize the potential of handicrafts, involving the participation of rural communities. Community participation is expected to function as community empowerment in development that is in line with community – based tourism empowerment. The latter activities are presented in next figures.



**Figure 1. Pictures of weaving and how to make traditional weaving crafts by the community in their spare**



Community empowerment in question is the potential for handicrafts to channel the aspirations of the skills of rural communities that have been carried out for generations to optimize their roles, this is also in line with the utilization of the potential of natural resources and human resources owned (Hart, 2013). The problem is how rural communities can be fostered in a sustainable manner (Ashifa, 2021; Kapsalis, 2022; Russell et al., 2021; Spitzer & Twikirize, 2021), so that the potentials possessed by the regions are optimally explored, so that they can

provide adequate results, especially for crafts men, village communities, local entrepreneurs, and become a reliable source of regional income to support the achievement of prosperity public.

Moreover, in line with that, there is a need for a pattern of craft development so that tourism actors and crafts people can synergistically plan, compile, program a handicraft business that has developed at this time, namely the woven craft center "Atap Konjo", whose existence can provide benefits to the community, entrepreneurs and the government area. Several community activities are needed so as to develop particular sustainable tourism services at local level as it is presented in next figure.

The most urgent problems to find solutions and solutions are the lack of skilled craftsmen in designing models and shapes, the limited ability of the workforce in designing the appearance of the woven products to be more beautiful, and how the existing materials are more varied and durable, and how to meet the raw materials more representative. This is a partner problem that becomes important to be resolved with the efforts made by the local government, as well as various activities and programs that are in accordance with the needs of the community. However, there are still many obstacles that make programs and activities run in place and their movements are slow, and sometimes unsustainable.



**Figure 2. Picture State of the area's natural potential**

## **2. OPPORTUNITIES FOR INDUSTRIALIZATION IN INDONESIA**

Community awareness is not fully optimal, so that in order to realize population competency development, increase agricultural products, marketing handicrafts, processing raw materials into ready-to-use and selling materials, as well as increasing population competence in designing shapes, patterns, colors, and making products durable. Village kelurahan heads, sub-district heads, and regents have a greed:

- a. Carry out training on developing skills for farmers, craftsmen, small and medium entrepreneurs, and village officials. Through various methods such as lectures, discussions, simulations, practice, and simple workshops.
- b. Implementing guidance on the development of management of agricultural, fishery, plantation products, making community-based handicrafts, increasing community competence in the business world, and various more creative and innovative efforts.

The word weaving comes from the word weave, which means arranging pandan leaves, water hyacinth, bamboo, rattan, bark, and others, by overlapping and crossing each other. (Stark, 2020) argues that woven crafts there are a lot of the activity of making an item by weaving certain materials with perseverance, thoroughness, and skills that have aesthetic values.

Based on its shape, webbing is divided into two, namely:

1) Two-dimensional webbing, namely webbing that only has length and width, even if it has thickness, the thickness is not taken into account.

2) Three-dimensional webbing, namely webbing that has length, width, and height (Dekrnas, 2014: 136).

Based on how to make it, webbing is divided into three, namely:

1) Flat webbing (Sasak), namely webbing that is made flat, flat, and wide. This type of craft is widely used formats, traditional house walls, and

room dividers.

2) Oblique webbing, namely webbing that is made oblique, bias in two-dimensional or three-dimensional. This type of craft is widely used for baskets, tape holders, and soon.

3) Square woven (Truntum), namely woven made with square motifs, can be triangles, rectangles, octagons, and soon. This webbing can be two-dimensional or three-dimensional.

Based on the technique, webbing is divided into two, namely:

1) Tight weave, namely webbing that is made tightly.

2) Infrequent webbing, namely webbing that is made infrequently (sparse) (Mutmainah, 2014). Webbing can be found in complementary needs as a house hold tool. In the kitchen we can find various weaving crafts, including: aseupan (steam), niru (nyiru), sieve but, may be now it is no longer available (Hearle, 2016).

Based on the results of the search, the outputs produced after carrying out this activity are:

a) Sub-district, kelurahan / village apparatus, and the community in Tritiro Village, Bontotiro Sub district have an understanding of weaving craft as an opportunity for local income, develop weaver skills, foster community to want to improve entrepreneurial knowledge, as well as seeking to increase the number of skilled weavers;

b) Sub-district, sub-district/ village apparatus, and the community in Tritiro Village, Bontotiro District have the desire, belief, and decision to develops kills and increase the number of craftsmen in the Bontotiro District area.

According to Jim Ife in (Zhu & Alamsyah, 2022), empowerment is providing resources, opportunities, knowledge, and skills to citizens to increase the irability to determine their own future and participate in and influence the lives of their communities. Then to optimize the important values of developing a tourist village or tourist village in the context of community empowerment, they are:

1) Tourism activities will increase the need for tourism facilities: accommodation, lodging, food/beverages, etc.), thus encouraging the need for development and improvement of tourism supporting facilities;

2) Tourism activities will increase additional income for local economic enterprises and other forms of service business: for example arts crafts, performances, vehicle rentals, and so on;

3) Increase consumption of local products: for example vegetables and fruit, arts and crafts, special foods, etc., so that it will encourage business continuity based on tradition and locality;

4) Encouraging the empowerment of local workers: for example tour guides, hotel and restaurant employees, craftsmen, performing arts, and so on.; and

5) Increase public awareness of traditional values and local culture as well as the uniqueness of their natural environment.

According to (Ge et al., 2022) industry in a broad and narrow sense, namely in a broad sense, industry is all human activities utilizing natural resources, while in a narrow sense industry is an economic activity that processes raw materials into semi-finished materials.

- According to the Central Bureau of Statistics in 2008, industry includes all businesses and activities in the economic field of a productive nature and industry is an economic activity that carries out activities to change basic goods mechanically, chemically, or by hand so that they become semi-finished goods and or finished goods, then goods that have less value and are more of an end use.
- According to Hamilton and J. Linge (Meiners et al., 2020) industry is a factory activity that processes raw goods or raw materials mechanically or chemically into a valuable final product.
- According to (Lopes de Sousa Jabbour et al., 2022) industry has two meanings. First, industry can mean a collection of similar companies. Second, industry can also refer to the economic sector in which there are productive activities that process raw goods them selves into finished goods or semi-finished goods. The processing activity itself can be mechanical, electrical, or even manual. Industry is defined as a transformation from on e-form to another desired by passing certain stages and using processes or equipment that can be used to provide higher added value and are closer to the end user.

- Sustainable tourism industry infrastructures, green tourism facilities and alternative types of tourism industry (Koliopoulos et al., 2018, 2019, 2020, 2021) is a factory activity that processes not only raw goods but also relative services within sports tourism activities, agricultural tourism manufactures - products, green tourism clean technologies, sustainable designs, renewable resources between stakeholders and raw materials mechanically or chemically into a valuable final product so as to increase economic growth protecting public health and social community health at post COVID-19 era.

In Indonesia, in continuing various activities after the Co-19 outbreak, various efforts were made by various state institutions. The Ministry of Health, for example, emphasizes the enforcement of health protocols by adapting new habits, such as a healthy life style, maintaining physical distance, wearing masks, diligently washing hands, and the Ministry of Environment and Forestry emphasizing -sustainable tourism. One alternative that can be done is the development of virtual reality tourism in Indonesia in the context of restoring tourist attractions in the mids of the COVID-19 pandemic, as well as a form of adaptation and mitigation of climate change.

Chairman of the Advisory Council for Climate Change Control, Sarwono Kusumaatmadja, emphasized that during the COVID-19 pandemic, we are in a very dilemmatic situation, where we must limit our activities so that it has an impact on various fields, especially the economy, education, including the tourism sector. Indonesia has world-class leading destinations and information technology that can support the solution, namely in the form of virtual tourism. -Through virtual tourism, we can see and enjoy the beauty of nature, biodiversity, so that it can generate a sense of closeness to nature which is an important attitude that needs to be cultivated for sustainable development (Nunu Anugrah: 2021).

UNWTO states "Green Tourism is environmentally sustainable travel to destinations where the flora, fauna, and cultural heritage are the primary attractions and where environmental impacts are minimized", and Green tourism refers

to tourism activities that can be maintained or sustained, indefinitely in their social, economic, cultural and environmental contexts: sustainable tourism. Green tourism development should take into consideration the development of tourism products that have high ecological value with a market share of special interest which have high levels of awareness and high loyalty. Like wise, the use of green products in the tourism lead to environmentally friendly products and at the same time made resource utilization efficiency and renewable energy. In the development of green tourism of course there are principles that must exist and be pursue do in an ongoing basis. Tourist destinations which are used as a tourist attraction to the natural need and have the focus of environmental conservation (Ni Ketut Arismayanti,1:2015).

Industrial development is not limited to processing raw materials into semi-finished or finished goods, but there are many other goals with industrial development. As according to the Law of the Republic of Indonesia No. 5 of 1984 concerning industry, that industrial development aims to:

1. Gradually increase economic growth, change the structure of the economy towards a better, advanced, healthier and more balanced direction as an effort to create a stronger basis for economic growth in general, as well as provide added value for industrial growth in particular;
2. To increase the prosperity and welfare of the people in a fair and equitable manner by utilizing funds, resources and cultivation products and by paying attention to the balance and preservation of the environment;
3. Increasing community participation and the ability of the economically weak groups, including craftsmen, to play an active role in industrial development;
4. Expanding and equalizing employment and business opportunities, as well as increasing the role of industrial cooperatives;
5. To develop industrial growth centers that support regional development in the context of realizing the Archipelago Insight;
6. Improve ability and mastery and encourage the creation of appropriate technology and foster confidence in the capabilities of the national

business world.

7. To promote ecological friendly technologies, design facilities to the particular productive environment supporting sustainable tourism industry, alternative types of tourism and protecting public health.

Furthermore, community participation is very important in the implementation of sustainable development. Tourism development that does not involve the community often creates a sense of marginalization among the local community. A further consequence is the confrontation between local communities and industry, which in turn threatens the sustainability of tourism development itself. In order to increase community participation, development programs or innovations that are developed should contain the following elements:

- 1) Provide a relative advantage, economically affordable and economically considered the costs incurred are smaller than the results
- 2) The element of innovation is considered not to conflict with local values and beliefs or conformity.
- 3) New ideas and practices communicated can be easily understood and practiced
- 4) The element of innovation is easy to observe the results through demonstrations or demonstration practices through observe ability.

National Industrial Policy has set a long-term industrial development vision for Indonesia to be a strong industrialized nation by 2025. This vision was elaborated further in the Regulation of the Ministry of Industry issued in 2010, which states that the vision of Indonesia to be a strong industrialized nation by 2025 would be achieved through becoming a new industrial developed country by 2020 (Wang et al., 2022). The two different time frames (Garrison et al., 2019) created some confusion as the difference between the two targets was not clearly articulated. The document only stated that to be a new industrial developed country, Indonesia should meet the following broad criteria:

1. It has a huge role and contribution to the national economy,
2. SMEs have balanced abilities with large industries,

3. It has a strong industrial structure (Industrial Tree is complete and in-depth),
4. It has an advanced technology that has been at the forefront of development and market creation,
5. It has a tough industry services to support the international competitiveness of the industry, and
6. It has a competitive advantage to face full liberalization within APEC countries.

From the description above that the purpose of the existence of an industry is all the efforts or activities carried out by humans in utilizing resources regarding the processing of raw materials or raw materials into semi-finished or finished materials to meet human needs, where the goods produced by the industry become of higher value. High and use ful for its use and also very important for society and the state, industrial development not only provides jobs and reduces unemployment but there are many other goals to increase economic growth, increase people's prosperity and welfare, increases at e-foreign exchange earnings, and also support national stability in order to strengthen social resilience (A.-T. Cheng, 2022; Gillman, 2021; Ma et al., 2022).

Local governments need to optimize the implementation of E-government, namely electronic government or known as the use of information technology by the government to provide information and services for its citizens, both related to government affairs and business and society. The World Bank Group (Falih Suaedi, Bintoro Wardianto 2010:54), argues that E- Government is an effort to utilize information and communication technology to increase efficiency and effectiveness, transparency and government accountability in providing better public services. Then according to the Ministry of Communication and Information (Aldekhyyel et al., 2022), E- Government as a public service held through a government web site using the Indonesian government domain, namely (go.id). According to (DePaula, 2022) on the website, E-Government uses information and communication technology to promote more efficient and cost-effective

governance, then provide services to the general public and make government more accountable to the Community. Axiomatic information technology is believed to be able to improve the performance of government management functions and processes (R. Cheng & Li, 2019). In this case, encouraging the level of effectiveness of information management which is the center of attention for decision making (Osborne & Plastrik 2004). One of the computer application concepts that can be applied to support decisions is a decision support system. The decision support system that first appeared in 1971 was created by G. Anthony Gorry and Michael S. Scott Morton. Implementation of the concept of e-government is becoming more complex, because at the same time standardizing manual procedures, and at the same time making them electronic. In terms of information services, automation and service systems can be integrated into a unified understanding and discussion (Svård & Borglund, 2022).

Moreover, opportunities exist at several types of industry for Indonesia where particular collaborations could be established with other countries in services and products for sustainable development, creation of new jobs and public health protection. The number and types of industries are different for each region or country depending on the available and owned resources. According to (Borràs-Ferrís et al., 2022 ) the type of industry based on the nature of the raw materials and the nature of their production, the type of industry is classified into two, namely:

1. Primary Industry, namely industries that process raw materials produced by the primary sector from agriculture, fisheries, animal, forestry, and mining. This industry is generally more oriented towards raw materials and in place.
2. Secondary Industry, namely industries that further process there is of other industries (primary industry) whose raw materials are finished or semi-finished goods produced by other industries. They are generally placed close to industries that produce their raw materials.

Industry Classification Based on Number of Workers:

- 1) Home industries, namely industries that useless



than five workers,

- 2) Small industry, which is an industry with a work force of about 5 to 19 people,
- 3) Medium industry, which is an industry that uses a work force of about 20 to 99 people,
- 4) Large industries, namely industries with a workforce of more than 100 people.

Furthermore, there are several factors that affecting the existence of the Industry. According to (Dai Prà & Gabellieri, 2021) that "Factors that influence the existence of industry include economic, historical, human, political, and geographical factors". Meanwhile, according to (Li et al., 2020) classify the terms and factors – factors that affect industrial activities, among others:

- a. Resource factor: raw materials, energy ingredients, water supply, & climate and land form
- b. Social factors: man power supply, technological skills and abilities, & ability to organize
- c. Economic factors: marketing, capital, land value and price, taxes, & transportation
- d. Government policy factors

Based on the description above, the factors that influence industrial activities include the resource factor which is a very influential factor because the main capital for the creation of an industrial process, social factors are one of the important indicators of the development of an industry both in the provision of manpower, skills, technological capabilities and organizational abilities, economic factors are also very influential on industrial growth in terms of capital and marketing of industrial products. Then the government's policy factors also affect the development and existence of an industry such as in terms of provisions on taxation and tariffs, and restrictions on imports and exports. These factors influence and support each other towards the existence of the industry. Local government policies should be supported by management strategies, so that the planning can be realized by referring to strategic plans that can be implemented, and are more easily implemented by the community, and continue to be followed up with supervisions so that there is always feedback on the progress of the achievement targets (Nur et al., 2021).

### **3. OPPORTUNITIES WITH HOME INDUSTRY IN INDONESIA**

#### **3.1. Classification of Small Industries**

Home Industry Industries can be classified based on the number of workers and the amount of investment. According to the (Geels, 2022), Processing Industry Companies are divided into 4 groups, namely:

- a) Number of workers 1-4 people for home industry, small enterprises;
- b) Number of workers 5-19 people for small industries;
- c) Number of workers 20-99 people for medium industry
- d) Total workforce 100 people for large industries.

The Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises states that microenterprises are productive businesses owned by individuals and/or individual business entities that meet the following criteria:

1. Have a maximum net worth of Rp 50,000,000.00 (fifty million rupiah), excluding land and buildings for business premises.
2. Have annual sales of a maximum of Rp. 300,000,000.00 (three hundred million rupiah).

Home industries make a significant contribution to the utilization of human resources, namely providing job opportunities in an effort to reduce unemployment. Changes in the pattern of agriculture to agro-industry also provide opportunities for the community to seek additional income alternatives through home industries (He & Jiao, 2022). The definition of home industry is also referred to as a family activity, namely as consumptive and productive units consisting of at least two members of the same household, sharing the work of food and shelter (Strengers et al., 2022).

#### **3.2. Classification of Home Industry Based on Raw Materials**

As we have seen in the previous discussion, that every industry requires particular services or

requires raw materials, to carry out the production process. So the following is an industrial classification based on raw materials.

- a. Extractive Industry, Extractive industry is an industry that uses raw materials directly from nature. For example, the agricultural industry, fisheries, plantations, mining and soon.
- b. Non-extractive Industry, Is a type of industry that manages raw materials further, such as agricultural product management, plywood management industry, teakwood, and fabric industry.
- c. Tertiary Industry, This type of industry is an industry that sells services or services, such as expedition services, banking, tourism and soon.

### **3.3. Industry Classification Based on Production Results**

Furthermore, the industrial classification based on the results that are produced is as follows.

1. Primary industry, this type of industry does not need to do further processing of goods. The type of industry that produces goods that can be directly used by the community. Like crafts and convection, these items can be used directly without requiring further processing.
2. Secondary industry, this type of industry produces goods that must be further processed, before being enjoyed by the community. For example steel industry, yarn spinning industry and textile industry.
3. Tertiary industry, is a company engaged in services and services such as tourism, public transportation and expedition services.

### **3.4. Industry Classification Based on Business Unit Location**

Industry in general has an office or location position; of course the existence of the industry is very influential on its goals and where to position itself. The following is the industrial classification based on the location of the business unit as follows:

1. Market-oriented industries, meaning industries that are established close to consumers, for example the food and beverage industry;

2. Manpower-oriented industry, an industry that was established with the aim of absorbing a lot of workers, especially those with low education. This kind of industry is convection and soon;
3. Processing-oriented industries, meaning that companies or industries that are established are close to processing sources, so that it is easier to get supplies;
4. Industry oriented to raw materials, namely industries established where raw materials are available;
5. Foot loose industry, is an industry that is not bound by the requirements mentioned above.

Industries classified based on the object of management are as follows: a. People's industry, as the name implies, this industry uses its own capital and on behalf of the people, either owned by individuals or belonging to groups. So that all policies are in the hands of the people or the owner; b. State industry, namely industry managed by the state, starting from policy, supervision to management, such as state-owned enterprises.

## **4. IMPLEMENTATIONS FOR REGIONAL DEVELOPMENT**

The implementation of partner village development through assistance in optimizing the development of craftsman skills in Bontotiro District, Bulukumba Regency through several stages, namely: (1) planning stage, (2) implementation stage, and (3) evaluation stage. The planning stage is the initial stage to prepare every thing needed in the implementation of the partner village development program. The research team conducted an analysis of the situation in Bontotiro District including identifying the problems faced by the community, through observation, interviews, and documentation.

Based on the results of field data analysis, there search team developed and planned the form of the program to be implemented using a qualitative descriptive approach. The implementation of the development of this village development program also uses the ParticipatoryAction Research method. Where all relevant and

interested parties or stakeholders synergize in their respective duties. The implementation of partner village development through assistance in optimizing the development of craftsman skills in Bontotiro District, Bulukumba Regency through several stages, namely: (1) planning stage, (2) implementation stage, and (3) evaluation stage. The planning stage is the initial stage to prepare every thing needed in the implementation of the partner village development program.

The research team conducted an analysis of the situation in Bontotiro Regency including identifying the problems faced by the community, through observation, interviews, and documentation. Based on the results of field data analysis, the research team developed and planned the form of the program to be implemented using a qualitative descriptive approach. The implementation of the development of this village development program also uses the Participatory Action Research implementation method. Where all relevant and interested parties or stakeholders synergize in their respective duties, including representatives of each sub-district and village are actively involved in reviewing on going actions (their own experience as a problem), in order to make changes and improvements in a direction that is better.

The improvement of skills in weaving, designing, coloring, and processing raw materials to make them more durable and long-lasting for the community, as well as an increase in the number of weavers are expected to be the result of various programs and activities that have been implemented, through various counseling, collaboration, partnerships, and direct practice with the government villages, weaving craftsmen, small and medium enterprises, communities, and stakeholder networks by involving collaboration penta helix. All of this is expected to be carried out optimally and synergistically to enter global industrialization.

## **5. RESULTS AND DISCUSSION**

Based on the results and discussion of research and analysis of problem solutions on industrialization opportunities (Lobczowski et al., 2020) shows that the process by which social groups try to study their problems scientifically to direct, improve, and evaluate their decisions and actions. Similarly, PAR is always related to Participation, Action and Research. The results of research that have been carried out in a participatory manner are then implemented into action through field research, so that they are right on target.

Overall, each stage will always include a discussion method by deliberation, namely focused deliberation that directly involves all stakeholders involved to discuss, and review the ideas proposed so that they become systematic and targeted ideas. First, the development of conservation-based agro-tourism is intended as a pattern of community development while maintaining the authenticity of the agro-ecosystem by striving for the preservation of natural resources, the environment, history, culture, and recreation. The way of community development can be done in stages, namely before the area becomes a tourist attraction and after the area becomes a tourist attraction.

However, the development of tourism objects is in the form of fostering the community to develop all their potential, become skilled craftsmen and have a strong will to develop the potential of their village, in order to increase the income of the local community. Empowerment is carried out by directing every member of the community to have the same perception in dealing with various problems when the area will be used as a tourist location. If the community has the same perception, then they will provide attitudes and behaviors that support towards a tourist village. While the development of the community to become weaver craftsmen, for them so important

thing is to be sustainable, and to control themselves. This means that the success of the community must be maintained so that it does not fade, and only works as a free time filler. But it is expected to work productively, and professionally to support product development so that it becomes a potential industry. Baily in (Mamun & Hoque, 2022) explains that empowerment is a multi-dimensional social process that helps people gain control of their own lives.

Second, the development of community-based crafts is intended so that the pattern of community development places the development of more skilled craftsmen. Coaching is an effort to empower the community to be able to obtain added value both from the side of craftsmen, as well as from tourist visits, and the double effect of absorption of craftsmen by business actors and tourism developers. Proper community social health tourism facilities and alternative types of tourism should be promoted at post COVID—19 era (Koliopoulos et al., 2018, 2019, 2020, 2021).

The government should establish the Tritiro Village area as a tourist destination as a coaching area, and conduct an inventory of the potential strength of handicraft souvenir tourism. This is in line with the opinion (Fenitra et al., 2022), where efforts to develop tourism objects are largely determined by the ability of the local tourism manager concerned. The success or failure of an area to be developed into a tourist destination is determined by the local government, managers, the business world, and the attitude of the community. Various village activities and programs have been implemented, and developed through the implementation of work shops, counseling, and work practices. The output of the workshop was the establishment of a craftsman skill development program to produce souvenirs for tourists visiting Tritiro Village, Bontotiro District.

Participatory Action Research is used in this partner area development program because of the need to get the desired changes, namely developing ecotourism in Bontotiro Regency so that it can become a tourist destination center. After the workshop, evaluation and reflection were carried out. At this stage, the implementer conducts discussions with several stakeholders involved in the Focus Group Discussion with a discussion

model. Evaluation and reflection become correction material, so that programs and activities can always be improved, and improved, especially in ecotourism destinations in partner areas. This program does not only stop at identifying ecotourism potential, but continuously and periodically will also produce tourism potential development programs.

However, community development programs must be carried out in a sustainable framework, if community development is to build a new social, economic and political order, then the structures and processes must be sustainable. A sustainable structure is characterized by the institutionalization of community development implementation not only in the order of project implementation, but is expected to prioritize improving community life skills (Mohamed et al., 2022). In line with (Zahoor et al., 2022) states that the essential weaknesses of small and medium enterprises are related to management capabilities, capital and access to sources of capital, markets and market information, use of technology, as well as several internal and external aspects other. Therefore, the handling of small businesses in the context of business development related to institutional aspects has so far seemed out of sync, especially between the aspects of coaching and financing.

Industrialization is the process of structural change of the economy towards an industrial economy. This structural change is caused by globalization which brings civilization towards technological development. Rapid technological developments in the industrial sector that revolutionize the economy in the aggregate are called industrialization. Industrialization is considered as a form of policy that is often taken by developing countries that are used to develop their economic potential. In addition, industrialization is considered as a cure for various problems such as inequality, unemployment, poverty, and others.

According to Kuncoro in (Atack et al., 2022) it is assumed that industrialization is more likely to become a labor-intensive industry, as a result there will be absorption of local labor because the industry utilizes the potential of the region, there will be absorption of local labor - Local work force. Multiplier effect in the form of income will exist within good working environment between labors

and high technology output.

In addition, industrialization can bring investment potential with the entry of foreign capital into Indonesia. This investment potential is caused by globalization where current conditions eliminate borders between countries and then the use of renewable technology attracts investors to encourage investment in the Indonesian industrial sector.

According to (Usman & Balsalobre-Lorente, 2022), the key indicators of the success of the industrialization process are the quality of competitive human resources, capital or investment, and technology. Based on these indicators, we can see that the condition of Indonesia is still in the pioneering stage towards a period of industrialization. Judging from the quality of Indonesia's human resources, the education structure of the workforce in Indonesia is still dominated by the status of primary school education, which is 63.2%.

This shows that the competitiveness of the quality of Indonesian human resources is still low, so the importance of improving the competence of human resources through vocational education is the current government priority program after infrastructure development. (Nur, 2022) In its implementation, there are four basic theoretical arguments that underlie an industrialization policy, namely:

- a. Comparative advantage. Countries that add here to the theoretical basis of comparative advantage (comparative advantage) will develop sub-sectors or types of industries that have a comparative advantage for them.
- b. Industrial relations. Countries that depart from industrial linkages will prioritize the development of the broadest industrial fields related to the development of other fields of activity or economic sectors.
- c. Creation of job opportunities. Countries whose industrialization is based on the argument of job creation (employment creators) will undoubtedly prioritize the development of industries that have them staff with workers. The type of industry being developed is based on labor-intensive industries and small industries.
- d. Technological leap. Countries that adhere to the technological leap argument believe that

industries that use high technology will provide excellent added value, accompanied by advances in technology for business, industry, and other sectors.

The industrialization strategy is a view that is considered a necessity to advance the development process in a country. Industrialization is considered as the only short cut to hack the fortunes of a country's prosperity more quickly than if without going through this process; almost all countries in the world have taken and are currently pursuing this industrialization strategy. Of course, with some characteristics that differ from one country to another, because of the parallelism between the course of development and the industrialization strategy, in its journey it can be said that the meaning of development is almost identical to industrialization.

The stages as a problem-solving step are implementing solutions to partner problems in this case: 1) Problems in developing handicrafts for tourist souvenirs have not been a concern of local governments, this is because ecotourism management is still managed individually or by certain private parties; 2) The government and community in Bontotiro Regency do not yet have an understanding of the craft business potential development program, if it is carried out it can increase the number of skilled craftsmen, increase local revenue, and improve community welfare.

The approaches that have been offered to solve partner problems are: a) Providing training to the apparatus and the community about the potential of handicrafts to support the needs of tourists as souvenirs or souvenirs; b) Conducting craftsman development programs, developing weaving skills, and developing community-based weaving training in Bontotiro District, Bulukumba Regency; c) Instilling knowledge about: (1) improving the skills of craftsmen; (2) solving problems regarding the lack of craftsmen, developing craftsman skills, and the availability of skilled weavers; (3) development of types of souvenirs for tourists, especially local & regional tourists. Village officials in collaboration with handicraft entrepreneurs, and the local community have also provided guidance in the form of: 1)

Community-based craftsman skills development program; 2) Improve the skills of craftsmen with synergy to expand the network to increase business towards a more professional direction; 3) participate in various events and exhibitions to promote products and open up marketing networks (Cudai Nur Andi, 2022).

## 6. CONCLUSION

The development of partner villages is necessary in an effort to optimize the ability of weaving craftsmen to support increasing community income, as well as a source of local revenue in Tritiro Village, Bontotiro District, Bulukumba Regency, South Sulawesi, has been carried out, but there are still obstacles, namely: 1) the number of people working in urban areas; 2) increase in educated population, 3) suitability of population skills with the world of work; 4) limited creativity and innovation of the population; 5) dependence on the government.

However, local governments are expected to cooperate with small land medium-sized entrepreneurs, rural area officials, and the surrounding community by providing guidance in the form of:

- ✓ 1) Community empowerment-based population skills development program;
- ✓ 2) Increased competence in terms of knowledge, skills, and attitudes of the population;
- ✓ 3) Cooperation in networking for product marketing;
- ✓ 4) professional regional business improvement;
- ✓ 5) Regional development with a balanced industrialization concept;
- ✓ 6) Adjustment of the work environment to the advancement of science and technology;
- ✓ 7) Promote proper technologies and sustainable designs in green tourism industry supporting alternative types of tourism creating new jobs and opportunities for stakeholders and investors protecting public health at post COVID-19 era.

Moreover, local government efforts are needed to provide more operational policies to support the implementation of the development of all regional potentials, prepare infrastructure, supporting facilities, human resources, and also provide protection in an effort to increase the innovation of fishermen, farmers, craftsmen, small entrepreneurs and medium-sized entrepreneurs, with various types of resource management by incorporating elements of the right strategy, more modern work support tools, increasing community competence, seeking creative solutions and innovation in problem solving

In this way taking into account all the above are necessary several actions to be realised so as to provide opportunities within sustainable development and industrialization in Indonesia to stakeholders or at other regions, countries with similar situations. Therefore, are necessary useful efficient proper opportunities for designs that will assist in the development of sustainable tourism, green tourism facilities to stakeholders supporting safety and public health protection.

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## CONFLICT OF INTEREST

The authors declare that they do not have conflict of interest.

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