

STRATEGY FOR DEVELOPING A SUSTAINABLE AND INCLUSIVE ECONOMY BASED ON REGIONAL EMPOWERMENT IN PANGKEP REGENCY

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Abstract: The fluctuations of the Indonesian economy require the government to implement strategies to address them as an effort to realize an inclusive and sustainable economy in the future to improve the welfare of the community. Pangkep Regency is one of the regions in South Sulawesi that has unique characteristics, including its archipelagic areas, distinctive mountains, and land surrounded by natural resources. However, the reality is that this regency ranks first as the poorest regency in South Sulawesi according to the Central Statistics Agency of South Sulawesi 2023. This condition is in stark contrast to the actual situation on the ground, as the largest cement factory in eastern Indonesia is located in this area. This research is a qualitative study with an ethnographic approach, involving interviews with the community in the area and linking it to literature review. The research results in two main strategies: the empowerment of the surrounding environment and the concept of using technology that can be applied to promote the economy of Pangkep Regency.

Keywords: Economic Strategy, Empowerment, Sustainability, Pangkep, South Sulawesi

INTRODUCTION

Introduction

Economic growth in a country represents a multitude of benefits that can enhance public welfare, serving as a crucial element in the nation's and state's overall well-being. Over the past three years, Indonesia has experienced fluctuations in its economic growth. In 2021, the country's economic growth reached 3.70%, while in 2022, it reached 5.56%, marking the highest economic growth since 2013. In 2023, economic growth experienced a decelerating phase, resulting in a decline to 4.94% (Sipayung, 2024).

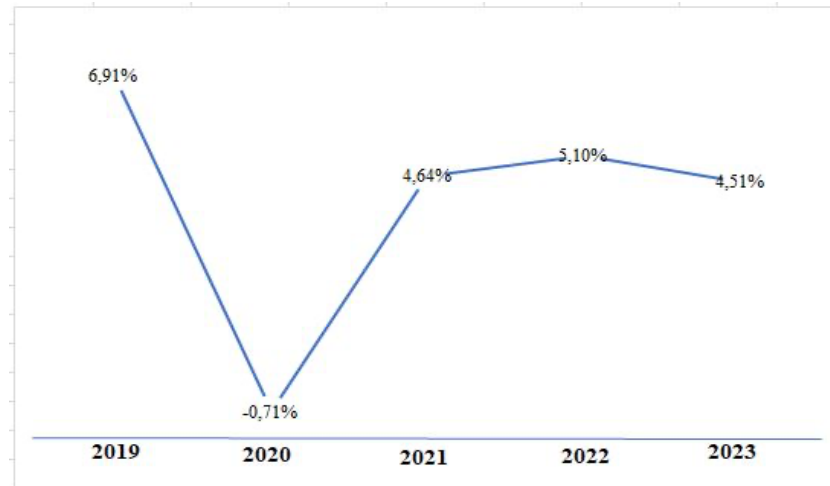
The economic slowdown has a multitude of significant impacts on society, including a reduction in employment opportunities, which can result in unemployment, termination of employment, and increased inflation, which can spur the price of goods and services (Anggraini, 2024). The national economy is a representation of the economy throughout

Indonesia. Each province plays an essential role in maintaining regional economic stability through guidance and the provision of stimuli that spur economic improvement (Nuralia & Andrianto, 2021). It is anticipated that the implementation of economic stimulus measures will have a beneficial impact on the regional economy within a designated area.

South Sulawesi Province plays a pivotal role in sustaining Indonesia's national economy. The region's topographical diversity renders it a crucial contributor to the economy of Eastern Indonesia. South Sulawesi's natural resources encompass diverse sectors, including agriculture, plantations, marine, and others. According to BPS data of South Sulawesi Province presents a five-year economic overview of the province in Figure 1 below, based on data from 2019-2023.

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Picture 1

The Economic growth of Sulawesi Selatan 2021-2023

Research purposes

This research aims to analyze the conditions occurring in Pangkep Regency, South Sulawesi, starting from mapping the strategies that the government can take to realize a Sustainable Economy and proposing programs that encourage the realization of Economic Growth in the region. The ultimate goal of this research is to provide ideas on utilizing regional potential and the use of Information Technology in assisting the implementation of the program.

LITERATURE REVIEW

Previous research discussing strategies for building a sustainable economy was presented by Pahrijal et al., 2024. Efforts to empower Micro, Small, and Medium Enterprises (MSMEs) based on community in Cikhuripan Village, Sukabumi Regency, as a strategy to encourage sustainable economic growth. Through a participatory approach involving various stakeholders, including local governments, non-governmental organizations, and local communities, this program aims to identify local economic potential, enhance skills and market access for SMEs, and build collaborative networks to support inclusive economic growth. Using survey methods, data analysis, direct mentoring, and participatory evaluation, this article explores the concrete steps taken at each stage of program implementation, including initial analysis, designing applicative solutions, implementing digital marketing strategies, and final evaluation. The results show positive achievements of the program, while identifying several challenges that need to be addressed to enhance its sustainability and effectiveness in the future.

RESEARCH METHODOLOGY

This research uses a qualitative descriptive method with an ethnographic approach through in-depth discussions with informants related to the conducted research. The informants chosen as sources are residents of Pangkep Regency who represent the islands, mainland, and mountains, studying the development and strategies for inclusive and sustainable economic empowerment based on the utilization of Pangkep's natural resources, and then designing strategic models that can be applied to achieve regional empowerment goals in supporting regional to national economic growth. Data collection was conducted through a literature review using secondary data sourced from various articles, books, and journals from both international and national media.

RESULTS AND ANALYSIS

1. Pangkep regency empowerment strategy to create an inclusive economy

Pangkep has the potential to become the economic heart of South Sulawesi and a model region for implementing inclusive economic development in the future. To achieve this, the following empowerment strategies should be implemented:

a. Investment in Human Resources

Investment in human resources is a crucial investment for poor areas, as humans represent the most valuable and profitable assets for a region in realizing a sustainable generation within a region. The prioritization of human capital as an investment target implies that a higher investment in human resources will yield a return in the form of quality resources for the advancement of a region's progress. Investment in human resources can be manifested in various forms, including:

1) Improving the Quality of Education.

In Pangkep regency, the quality of education in each region still has gaps, especially in communities located on islands. There are many school-age children who do not participate in the 12-year compulsory education program. Investment in education can be important in supporting the economic sustainability of the community, especially in the islands and mountains. Education in the future can support the expansion of natural resource management. Education can facilitate the acquisition of higher skills and knowledge, thereby enhancing efficiency and productivity. Various approaches can be employed to enhance the quality of the education sector, including the 1 Island Program, which serves as a centralized hub for education, offering facilitated shuttle vehicles for students in the form of boats or "Katinting boats" around the island. Additionally, a specialized curriculum has been developed to address the unique needs of students on islands, and teaching resources have been improved to support the learning process on islands.

2) Skills empowerment for the community.

The objective of Skills Empowerment for the Community is to enhance the human resources of the community, with a particular focus on women over the age of 30. This initiative aims to equip these women with the skills and knowledge to manage the resources they have, both those they sell to collectors and those they retain for their own use.

The ratio of women to men in Pangkep regency is 96.79%, which indicates that there are more women than men (BPS, 2024). This imbalance in the gender ratio presents an opportunity for women to gain greater economic empowerment. This management is expected to create employment opportunities for the local community and enhance regional economic resilience. Women's empowerment is expected to facilitate the role of women in economic growth by increasing household consumption. Through the empowerment of housewives, who represent a significant proportion of the population (BPS, 2024), it is anticipated that the economy will be driven in the future.

3) Provision of supporting public facilities.

The current provision of public facilities in Pangkep regency is uneven. Facilities have an important role in supporting basic human needs. The gap in facilities is evident in the islands and inland parts, particularly in the areas of education, health, and other supports. These facilities aim to assist the community in completing basic needs and accelerating social and economic development.

The provision of supporting public facilities is part of sustainable economic development planning. Investment in human resources necessitates the provision of facilities that are expected to support this vision. Pangkep, an area with three distinctive characteristics, should have supporting facilities that can effectively reach all existing areas. The use of technology can facilitate the realization of facilities in the education sector. For instance, the government could construct a central library based in the regency capital that has a digital collection that is accessible on the islands. Additionally, the provision of internet

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facilities and solar power facilities could be considered. The health sector can adopt the use of a blockchain information system that can be integrated into various islands and mountainous areas, thereby facilitating access to health care through door-to-door programs. Other supporting facilities can be in the form of ease of obtaining various digitized population services, which would be beneficial to residents who are geographically distant from the regency capital.

b. Providing Distribution Support Facilities

The empowerment of economic support innovations plays an important role in achieving success in an inclusive and sustainable economy in a region. New innovations are expected to help improve productivity and distribution, reduce costs, and improve quality. Innovation empowerment also plays an important role in helping individuals or organizations increase their creativity, which is an important component in achieving higher levels of success. In Pangkep regency, there are still minimal services to support the distribution of goods to all existing areas. The distribution of goods to the islands is a lengthy process due to the lack of a fixed schedule for boat departures and arrivals. The flow of goods in and out of the islands is typically determined by the circumstances and conditions at hand. The introduction of innovative support facilities that enhance the circulation of goods produced by local fishermen and new products created by the community will facilitate the distribution of these goods to different regions. The expeditious distribution of goods has the potential to enhance the local economy and elevate household incomes, which in turn stimulates consumer spending.

c. Inclusive Funding for Business Owners

Funding is an essential component for business owners. Pangkep, the poorest region in South Sulawesi, requires inclusive funding to facilitate broader access to funding for business owners and candidates without credit guarantees. Inclusive funding for business owners can be achieved through collaboration between the government, private investors, bank financial institutions, and non-bank financial institutions. Inclusive funding encompasses small and medium-sized businesses, which are pivotal stakeholders in the national economy. Various programs, such as the small and medium funding program (PKM), e-commerce funding program, and business expansion funding program, facilitate inclusive funding for businesses. This initiative aims to provide opportunities for the community to start a business, expand their business, and enhance business performance, thereby impacting the surrounding community. Inclusive funding for businesses also has a non-economic orientation, which is to reduce violence in the business environment. This is achieved by establishing intermediation tools that help prevent violence. Inclusive funding also aims to build team performance, pay attention to the amount of wages received by employees, and build employee facilities for the smooth completion of tasks and responsibilities.

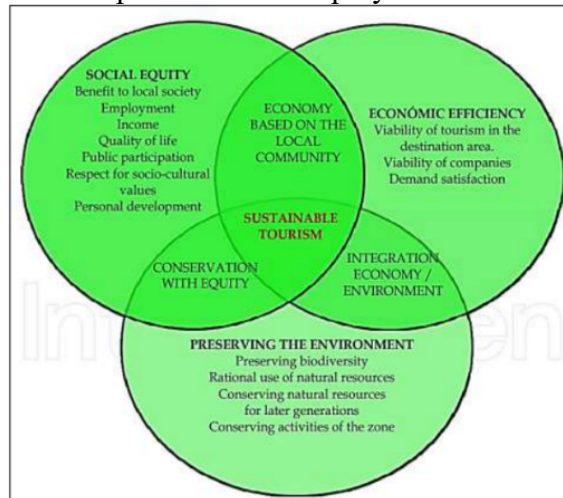
d. Sustainable Tourism Empowerment.

The concept of sustainable tourism empowerment encourages the empowerment and effective community involvement in tourism development. Pangkep is an area with tourism potential that is able to drive the local economy. The tourism potential is spread across three regions, each with their respective advantages. Asyari & Putra's research (2023) on community empowerment in sustainable tourism in Indonesia indicates that the network of community empowerment and sustainable tourism is connected to the network of sustainable economic development themes. The form of empowerment developed is a form of local community empowerment, and the empowerment strategy is carried out in an integrated manner at the micro, mezzo, and macro levels. The Pangkep community empowerment policies encompass human resource development, economic development, institutional development, infrastructure development, and information development. The objective of community empowerment in the development of sustainable tourism in Pangkep is to create a tourism industry that preserves

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and improves the welfare of the community, stimulates increased economic growth from the tourism sector, and encourages the turnover of products produced by business owners. The proposed sustainable tourism development model employs the model depicted in Figure 2.



Picture 2
The Sustainable Tourism Model
Source: (Khadijah,2022)

The development of sustainable tourism contributes to the realization of social justice, a local community-based economy, economic efficiency, conservation justice, and environmental economic integration. These components provide support in the realization of an inclusive economy in the future.

2. Strategies to achieve a sustainable economy for the people of Pangkep regency through the development of information technology

The economic development of a region necessitates the implementation of an effective strategy to create a sustainable economy. Therefore, the provision of facilities through the utilisation of information technology is of paramount importance to support the vision of developing an inclusive and sustainable economic pilot area. An essential element of the strategy is the provision of facilities for business owners who have been nurtured to sell and distribute their products both nationally and internationally. The rapid turnover of products necessitates the availability of integrated platforms that serve as spaces for buyers, sellers, and logistics service providers.

A product produced by a business unit requires marketing facilities and space that can assist in product distribution. Marketing and distribution components exert a significant influence on production. Consequently, in order to create an area that is economically resilient, it is necessary to provide supporting facilities that can bridge the gap between producers and consumers. Pangkep, which has three distinct regional characteristics, presents its own challenges in marketing and distributing production and other natural products. In the current technological era, an information system plays an important role in supporting the economy. Based on a review of relevant literature and the findings of focus group discussions, the author proposes a supporting information system that is expected to have a positive impact on sustainable economic empowerment. This system, named "SIPANRITA" (Sistem Sistem Informasi Peningkatan Pemasaran Produk Terpadu) or Integrated Product Marketing Improvement Information System, and is described in the following manner:

a. Description of SIPANRITA (Integrated Product Marketing Improvement Information System).

SIPANRITA (Sistem informasi peningkatan pemasaran produk terpadu) is a website-based information system that can be utilized by business owners in Pangkep regency for the

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marketing of products and unprocessed natural resources. The name of the SIPANRITA application is derived from the Makassar Bugis language, which translates to "smart". This designation provides an orientation that the smart information system was designed to enhance sales of Pangkep community products. Through the information system, it is anticipated that product marketing and the provision of product distribution services will be facilitated. The information system can be accessed by various groups, both domestically and abroad. The information system is equipped with a number of features that facilitate its functions and are integrated with augmented reality technology.

b. SIPANRITA design method (Sistem informasi peningkatan pemasaran produk terpadu)

At the information system design stage, the author analyzes and designs a new system proposal to support the purpose of creating an information system in the form of e-commerce. The author uses the waterfall method. The waterfall model is a sequential software development method. It is the oldest method used by developers in designing a system. The waterfall method consists of five stages that are interrelated or influence each other. These are communication, planning, modeling, construction, and deployment.

c. Features of SIPANRITA (Sistem informasi peningkatan pemasaran produk terpadu)

The following paragraphs will describe the main features of the product and their functions in detail. Features consist of:

1) Account Registration and Account Login

In this section, users may register themselves as suppliers, customers, transport service providers, and administrative managers (UMKM Office). Additionally, if they already have an account, they may log in directly. This section also allows users to record business owners and the number of registered customers, which can be used to inform evaluation actions, if necessary.

2) Home

In this feature, all users can view the products being offered as in e-commerce in general. Visitors can purchase by clicking on the available catalog. In this section, buyers can contact sellers and view detailed product information.

3) Sales

This feature is designed for business professionals. Users can create product sales catalogs by inputting basic data, such as product descriptions, selling prices, discounts, sizes, and other general information. Sales then enter samples of several images into the system, which are automatically converted into real images using augmented reality technology. In this process, the user (sales) is required to enter image data captured using a mobile phone and then input it into the system. After a period of time, the desired results will appear and can be customized as needed. Once the material in the form of visualization has been created by the system, the seller enters a narrative and price to inform potential customers about the creative products being sold. This is done to attract the attention of visitors to the e-commerce platform.

4) Transfort

The Transfort feature is a tool utilized by business owners to identify and implement distribution strategies for products destined for customers. Expedition companies that become partners in "SIPANRITA" will be directly connected to business owners and customers. Partners in Transfort include land and sea transportation that connects the islands in the Pangkep regency.

CONCLUSION

The aspiration of many citizens is for an inclusive and sustainable economy. Positive economic growth has an impact on the welfare of the people who live in the region. Pangkep, as one of the regencies that represents the geographical conditions of South Sulawesi, has great

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potential as a pilot area in South Sulawesi and in Indonesia in implementing an inclusive and sustainable economy. In order to develop the economy, strategies must be implemented in Pangkep that include investing in human resources, providing distribution support facilities, access to inclusive funding for businesses, empowering sustainable tourism, and providing supporting advice on product sales and distribution using information technology so that it provides ease of management.

For future research, we suggest that researchers examine the budgetary implications of implementing the proposed strategy. Additionally, they should investigate the design of the proposed information system and analyze the challenges in implementing the strategy that has been initiated by the author.

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