

Local Economic Development Through Thematic Village Development Guava Crystal Wates Village

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Abstract

This article discusses local economic development as an important strategy in improving the welfare of the community at the village and sub-district levels. This article discussed the development of Kampung Jambu Kristal in Wates Subdistrict as an effort to strengthen the local economy. Through a participatory approach, this village utilizes agricultural potential Crystal guava as a superior commodity. The development program includes increasing capacity farmer, optimization production, as well as strategy marketing innovative Which integrated with local tourism. As a result, the development of Kampung Jambu Kristal has contributed positive in create field Work, increase income public, and support local economic resilience in Wates Village. This study is expected to be a model for development economy based on potential local in area other.

Keywords: Development Economy Local, Village Thematic, Management Guava Crystal.

Introduction

A Village Thematic Guava Crystal in Ward Wates, City Semarang, is Wrong One initiative Which interesting attention in development economy local. With a background as a village Which in the past known traditional Because factor economy and education its people Which not enough be noticed and not enough adequate, Wates now transform become center cultivation guava crystal Which No only offer product fresh, but also various processed creative (Ningrum, 2021, p. 5). This initiative is not only aimed at for increase income public, but Also For introduce draft tourist based on agriculture sustainable.

Existence Village Thematic Guava Crystal in Ward Wates show How collaboration between government and public can produce impact positive. Through program This, farmer local given training and mentoring and capital in cultivation as well as processing guava crystals. This creates an opportunity for them to improve their skills and knowledge in business management as farmers, so they can compete in the market more widely. In addition, processed products such as juice, sweets, and caramel guava crystal the more enrich choice for consumers (Wates Village Writing Team, 2024).

Village Thematic Guava Crystal No only functioning as center production but also as destination

tour. With wide garden around 7 hectares, visitors can enjoy the natural atmosphere while interact direct with process cultivation plant. Activity like planting and picking crystal guava fruit give experience education for visitors and educate the public about the importance of sustainability environment. Therefore, this village becomes an example from collaboration between agriculture and tourism.

Community empowerment through the program village thematic This Also create effect long Which positive. Public Not only get additional income from agricultural products but also increase quality life through improvement skills and knowledge. This in line with objective development sustainable Which put forward welfare social and local community economy. With the existence of training and support from Service Agriculture, expected public Wates more ready to face challenges economy in the era modern.

However, although potential big has owned by Village Thematic Crystal Guava, there are still challenges that need to be overcome. Competition with product from area other and change climate become factor Which must be noticed by for farmer. By Because That, innovation in technique cultivation and processing product become key for maintaining the competitiveness of guava products crystal from Wates.

In this context, research that researchers do aiming for to explore more in about Thematic Village Development Potential Guava Crystal in Ward Wates. With analyze various aspects of the program government This, expected can give contribution positive for development more carry on as well as sustainability economy public local. Through approach qualitative, study This will dig potential development village thematic guava crystals in Wates Village and the impact from initiative village thematic to social and economic life of society local.

Basis Theory

Development Economy Local

Development economy local is A process in where government area together public utilize available resources as well as build partnership between local government and the private sector to create field Work new as well as push growth economy in region the.

Development local on basically related with level and change in term time certain from a bunch variable, like production, amount resident, power Work, ratio capital towards workers, as well as compensation for factors of production in a region which has clear boundaries. Regional growth is usually measured based on output or level income.

Local economic development focuses on process, that is a process Which involving formation institution new, development industry alternative, increasing workforce capacity for produce product Which more quality, identification market new, as well as a transformation knowledge (Hasan & Aziz, 2018, matter. 195).

Growth economy region is improvement income society as a whole in the region the, which reflected from increase mark plus (value added) Which produced. On initially, calculation income region done in price applicable, However For see growth from time to time, it needs to be stated in mark real or price constant. Income region reflects reward for factors of production operating in region the, like land, capital, workforce, and technology, so it can be used as description rough prosperity of the region. Prosperity a region Not only determined by the magnitude mark plus Which created, but also by how much big revenue streams out of the region or funds entering the

area, which known as transfer payment.

Growth regionally influenced by many factors, some of which come from within and part Again from outside, including factor socio-political. Factor internal covers distribution factor production like land, labor, and capital, while wrong one important external factor is level requests from region other on commodities produced by the area (Hasan & Azis, 2018, p. 108).

Draft Village Thematic

Village Thematic is Wrong One part of the strategy countermeasures poverty and improvement quality environment settlement Which integrated in City Semarang. Implementation village thematic change of the coping scheme problem poverty and also environment settlement Which on at first more emphasize on provision of assistance to involvement active from various stakeholders and the community. The purpose of the implementation village thematic is for optimize all over potential local Which There is in City Semarang in doacceleration of poverty alleviation so that can Achieved in a way efficient and effective. Support from various stakeholders and society and communication and coordination Which Good required in implementation of the thematic village concept.Semarang City Government then try for synergize various stakeholders such as OPD, state universities (PTN) and college tall private (PTS), institutions self-reliance public (NGO), banking, Body Business Owned by Country (BUMN), Body Business Owned by Area (BUMD), figure society, mass media and other parties private/entrepreneurs to be able to participate support the implementation of thematic villages. Government City Semarang through Instruction Technical Formation Village Thematic City Semarang Year 2017, explain that implementation village thematic started with mapping potential (social, economic, And infrastructure). Mapping potential done with Scoring for Scale priority so that then can with drawn description about theme Which lifted on a village. After mapping potential, stages furthermore are determination theme village.

Stages determination theme village based on instruction technical implementation thematic village published in the year 2017 done with involving various actors, like representative sub-district and community consisting of Institution Empowerment Public Sub-district (LPMK), Self-Reliance Agency Public (BKM), Figure Public, Coaching Welfare Family (PKK), Coral Cadets) (Sundari et al., 2024).

Methodology

Approach qualitative on basically is a approach which has the aim of understanding phenomena about what is experienced by subject study like behavior, perception, motivation, And action in a holistic way with method description in the form of words and language on a context special Which natural or by utilizing various method natural (Fiantika et et al., 2022). Data collection in research This is done through data collection. primary and secondary. Data collection primary is done through interviews and observation and secondary collection data done through desk study. Interview in study This nature semi-structured (*semi-structured interview*) Which done through interview deep (*in-depth interview*).

Results and Discussion

Semarang City Government is in the middle developing innovation in the form of villages thematic all over ward city Semarang. Reported from the official website of the city government Semarang not enough more there are around 32 villages thematic that spread in 16 sub-districts

in Semarang. The 32 villages That own theme Which different, such as child-friendly villages, dairy milk, hydroponics, organic, batik, until village greening (Widiastuti & Yuwono, 2019). One of the villages thematically formed by the government, namely village thematic guava crystal in ward wates subdistrict The Ngaliyan.

Formation of thematic villages in the city Semarang This aiming for overcome problem fulfillment need base. Primarily on improvement quality environment House stay inhabitant poor and infrastructure base settlement. Naturally in every word their own theme varies according to characteristics and the potential of the sub-district.

Characteristics and Potential of Villages Thematic Guava Crystal in Ward Wates

Crystal Guava Thematic Village located in region RT 03, 04, 05, 10 in RW 02 08 Wates Village have area 7 hectares divided among 26 managers. Existence Ward Wates Already known since long through activity agriculture Which managed by public as well as own potential natural Which suitable for the cultivation of fruits and vegetables especially for cultivation guava crystal Which Already become characteristics typical from ward water Alone. Through support potential the Then utilized with Good by Government through program thematic village and welcomed by all over public Ward Wates. Enthusiastic public Which very tall realized through arrangement Area village thematic guava crystal in a way integrated. Activity Village Thematic This can give contribution for regional income of Wates Subdistrict and increase welfare of farmers and public around.

Besides that, condition Village Thematic Crystal Guava of Wates Village was formed from the lifestyle of its own society Which depend on activity match plant. In general public in Ward Wates own attitude agree and support related existence determination Ward Wates as village thematic. With existence matter the naturally give positive impact for Lots Of party Because capable increase community income as well as absorb power Work local. Effort public in create environment Which integrated done through arrangement crystal guava and fruit cultivation area fruit as well as vegetables other. so that good activity agriculture and tour can run optimally. Environment is a asset important in introduce to Public outside No closes the possibility of also withdrawing visit traveler. Authenticity, the uniqueness and beauty of nature is capital important Which must be attempted especially in rural areas. Environment Ward Wates put into operation by public as area agriculture as well as people's economy.

Condition social public as well as values culture Which develop Ward Wates participate support creation environment thematic in a conducive way. Public Ward Wates still holds fast to traditional values, harmony and cooperation work together in in carry out the joints of life. Agriculture is one of the One form activity Which done in a way down-passed down and become an important part of life Rural communities. Business agriculture has formed a pattern and the order of community life rural Which not just cultivating the land, however in a way No direct has to form Power pull alone as a cultural tradition.

Characteristics environment can describe conformity potential region with utilization of activities inside. In general characteristics of the natural and social environment in Ward Wates very support in to form area village thematic at a time as function conservation.

Thematic Village Management Efforts Crystal Guava by the Community in Ward Wates

A Development industry based on public in City Semarang Wrong the only one applied through activity village thematic with commodity main fruit fruits and vegetables Which produced in Ward Wates. Since set as village thematic guava crystal by Government City Semarang, development

region Ward Wates slowly the more looks Which followed with role as well as public in in build village thematic the. Process overall activity village thematic creation various needs will service product agriculture. In This Thematic village is also in domination by plant guava crystal Also There is plant Supporter like Longan, Pawpaw California, Flower Orchid, Potato Black. Besides as objective industry village thematic This Also opening tourism services through the existence of a number of travelers which visit Wates Subdistrict as an area objective tour.

One of the stages in development is the existence of management. In context tourists based on community, management is intended as efforts to achieve community welfare in the future come. On its turn process tourism development will increase economy region, open up job opportunities new as well as push development region. Management village thematic in Ward Wates has involved various parties in its implementation like a farmer has a big role in maintaining assets village thematic like source Power natural and culture. Besides that, existence Farmers in Wates Subdistrict are also strengthened with the support of the government as a means to improve scale economy and efficiency business in field agriculture. Overall, the role of public is very important in management village thematic including government that provides seeds fruit and vegetable plants. Not only provide seed just However government Also provide irrigation as effort for provision and water management to support agriculture. So that for farmer No worry if even when the dry season comes, water will remain available.

Special attention from UPTD Dinas Agriculture City Semarang to area village thematic guava crystal Wates sub-district is one of the factors Supporter in management village thematic. Village communities are also fostered and empowered through tourist development so that they can increase the capacity and participation of the public. Can put forward that village thematic is business Which need harmony of all aspects. However, in reality every form management village thematic it turns out own excess as well as the drawbacks each- each.

Although village development community-based thematic emphasizes the community factor as a component mainly, will but in its implementation Also need government involvement. The community must follow play a role as well as in in sustainability activity village thematic so that its implementation No just for the record based on the aspirations of government (top down), will but also through exploring the potential of the region set for activity village thematic as well as aspiration Which There is in in public or in a way bottom up. Management thematic village in Wates Subdistrict too done in a way together with involving role government as facilitator to advance development region especially in rural.

Thematic Village DevelopmentCrystal Guava Wates Village inTime Front

A Thematic Village Development Guava Crystal in Ward Wates has great potential to continue to be improved in future. One of the strategic steps Which Can taken is diversification product based on guava crystal. Besides selling fresh fruit, derivative products such as juices, jams, chips and cosmetics made from crystal guava base can be developed. With add mark product through processing, public local Can get a higher selling price and access to market which more wide. Diversification product This Also will provide more economic stability Good, especially when results harvest fruit fresh experience fluctuation.

Besides diversification product, improvement capacity source Power man (HR) very required. Farmer And manager business in Village Guava Crystal need get training and mentoring in field technical, managerial, as well as entrepreneurship. Formation institutional, like cooperative or

farmer groups, will become a means to strengthen coordination, increase Power bid, and make it easier access to supporting facilities such as capital business and technology. With human resources that competent and organization Which solid, village this could be more ready to face challenge and utilized opportunity in time front.

The use of digital technology is also very important in supporting the development of Village Guava Crystal. Through platform e-commerce and media social, product marketing can be expanded until reach market Which more wide, Good at national and international levels. Besides That, technology digital Also can used in process production, distribution, and business management to improve efficiency and quality. Use technology such as automatic irrigation systems and applications agricultural monitoring can help farmers farmer in increase results harvest as well as guard quality product which better.

Development sector tourist Also is opportunity big for this village. Crystal Guava Village can made into destination tour education and agrotourism, in where visitors can Study about cultivation guava crystal, follow as well as in picking fruit directly from garden, or follow workshop about guava processing. This tour not only will interesting interest traveler local, but can also be an attraction for tourists from outside the region. Integration between agriculture and tourism This can increase community income and introduce product guava crystal wider.

In the future, collaboration with sector private, government, and institution study very required for support development more carry on. Support from party external This can in the form of funding, transfer technology, until help marketing. Besides That, important for crystal guava products from Village Wates for own certification and standardization Which acknowledged, Good at national and international levels, like certification organic or standard security food. Step This will increase consumer confidence and product competitiveness in a wider market. With steps This, Village Thematic Guava Crystal Ward Wates can develop into an economic center local sustainable and provide contribution real for welfare its people.

Conclusion

A Village Thematic Guava Crystal in Wates Village, Semarang City, is initiative strategic Which blend agriculture and tourist for boost the local economy. This initiative leaves from condition economy public Which formerly left behind, however now succeed empowering resident through training cultivation guava crystal And product its processing. Management village This create opportunity economy, not only through sale product fresh and processed, but also through educational tourism Which attract tourists.

With support from the government and society, Jambu Thematic Village Crystal show How collaboration can produce impact positive, like increasing social welfare and strengthening economy based on local. Public Wates play a role active in management village thematic with utilize potential region, preserving the environment, and maintaining socio-cultural values Which support sustainability village.

Further development in the future can be done through diversification crystal guava-based products, increase capacity source Power man (HR), utilization technology digital, as well as development sector tourist. Besides That, collaboration with party external, like sector private and institution study, important for support innovation and wider market access. With steps This, Village Thematic Guava Crystal has potential for develop into an economic center that sustainable and contributing real for welfare public local.

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