Long-Term Integration Planning Scheme for Superior Product Management for Economic Competitiveness of Fakfak Regency

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Abstract

The management of superior products for economic competitiveness is needed to increase potential products developed in a region by utilizing natural resources and local human resources that are market-oriented and environmentally friendly so that they have a competitive advantage and are ready to face global competition. The research aims to find out the long-term integration planning of superior product management for the economic competitiveness of Fakfak district. The research was carried out during September – October 2023. Descriptive research method with a combination of quantitative and qualitative analysis approaches. Data was obtained through a direct survey of respondents who had been deliberately determined. The data obtained are given a weight value based on the assessment indicators obtained from the results of the preliminary research. The validity and reliability of the data were tested gradually and in a structured manner using the triangulation and role sharing approaches. The results of the study are presented in the form of a spider web diagram equipped with an illustration of the shift share gap value, and a regression equation model obtained from the SPSS statistical device version 2.3.

Keywords: Superior products, competitiveness, Fakfak district
1. Introduction

Law Number 32 of 2004 concerning Regional Government, mandates that the
development that is carried out pays attention to the potential and diversity of the region, both
social, cultural, and geographical location. Therefore, in developing an area, it can start by
developing its superior potential. The development of superior potential must also be carried
out through economic development

through the implementation of local government with the aim of accelerating the
realization of regional competitiveness (Husna, Noor, & Rozikin, 2013). Regional
development

need to pay attention to regional potential, which can be done through the study of GDP

To determine the potential of base and non-base to optimize development results so as to
support the achievement of a high level of welfare. The development program must depart from
the development of its superior economic potential, if a government wants its region to be
competitive (Husna, Noor, & Rozikin, 2013). Superior economic potential can be seen through
superior products produced from each of these regions/regions.

Village Superior Products and Rural Area Superior Products according to the Minister of
Villages and Rural Areas Regulation Number 16 of 2018 is an effort to form, strengthen and
expanding economic efforts that are focused on one superior product in the village area or
in inter-village areas managed through inter-village cooperation. It is clearly stated in Village
Law Number 6 of 2014 that the development of rural areas is carried out by paying attention
to the local potential that they have, supported by the development of appropriate technology
and innovations carried out for the welfare of rural communities. The important point of this
law is that the village is no longer only an object of development, but also as a subject of
development. Therefore, villages need the ability to carry out their own development through
the principles of recognition and subsidiarity mandated. Village development should be rooted
in local and pay attention to local resources, but it is outward-looking and characterized by
dynamics. The village development approach is called neo-endogenous (Gkartzios & Lowe,
2019)

Indonesia is a country that structurally governs starting from villages, districts, and
provinces and becomes a complete unit within the framework of the Unitary State of the
Republic of Indonesia. Where all of them have their own advantages and uniqueness.
Competitiveness in Indonesia that must be taken into account can be analyzed at the local,
regional, national and international levels (Imawan, 2002). The competitiveness built is
sustainable competitiveness that starts from the lowest level of government, namely the village
(local). Competitiveness at the village level will support at the regional and national levels.
Villages in Indonesia reach 74,957, if at the local level (village) competitiveness can be
improved, the results will contribute to national competitiveness. It is known that currently
development in Indonesia is still uneven, there are still many areas in Indonesia, both villages
and districts.

The beautiful and still untouched nature of Papua gives a metaphor as a hidden corner of
paradise. Fakfak Regency is an area consisting of mountains, a small part of the lowlands, and
a very charming coast and cluster of small islands. From the natural resources in Fakfak
Regency, long-term integration planning is needed related to the processing of products that can be taken from Papua's nature.

2. Material and Method

Descriptive research method with a combination of quantitative and qualitative analysis approaches. Data was obtained through a direct survey of respondents who had been deliberately determined. The data obtained are given a weight value based on the assessment indicators obtained from the results of the preliminary research. The validity and reliability of the data were tested gradually and in a structured manner using the triangulation and role sharing approaches. The results of the study are presented in the form of a spider web diagram equipped with an illustration of the shift share gap value, and a regression equation model obtained from the SPSS statistical device version 2.3.

2.1 Design Study

The data collection technique was carried out in stages consisting of: initial survey, preparation of research achievement targets, preparation of indicators, and preparation of questionnaires, as well as in-depth interviews with target data sources. In-depth interviews with the target respondents of the study, were also inventoried using a voice recording device.

The sample and research informants are parties who have qualified as candidates to be tested and should be suspected of being strong in meeting the criteria to become research respondents. The number of samples is predicted to reach 100 respondents.

2.2 Data Analysis

The source of data is provided directly by collecting directly from the object of distributing the questionnaire to selected respondents in the Fakfak Regency area.

Research data was obtained from interviews using questionnaires. The results of the interview are weighted in the form of numbers on a scale of 1 – 10. Considering that the origin of the data is information obtained from the results of interviews; Then the validity of the data was tested using the triangulation technique. According to (Alfansyur & Mariyani, 2020), (Bachri, 2010), and (Sa'adah, Rahmayati, & Prasetiyo, 2022) stated that the triangulation technique is the most effective way to test the validity of data. With the help of this technique, the researcher can convince himself that the data obtained comes from an honest statement or answer. The results of the data weighting can be analyzed using statistical tools to find regression equation models. Through the regression equation, researchers can describe the results of the study and draw conclusions.
### 3. Result

**Gap Analysis (shift share)**

#### Table 1. Analysis of the New Business Actor Gap

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average Score</th>
<th>Standard</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y = Performance of new business actors</td>
<td>7,000</td>
<td>7,000</td>
<td>0</td>
</tr>
<tr>
<td>X1 (external) = Competencies</td>
<td>7,894</td>
<td>7,000</td>
<td>0,894</td>
</tr>
<tr>
<td>X2 (external) = Innovation</td>
<td>8,014</td>
<td>7,000</td>
<td>1,014</td>
</tr>
<tr>
<td>X3 (external) = Motivation</td>
<td>8,156</td>
<td>7,000</td>
<td>1,156</td>
</tr>
<tr>
<td>X4 (external) = Network</td>
<td>5,830</td>
<td>7,000</td>
<td>(-) 1,170</td>
</tr>
<tr>
<td>X5 (external) = Market introduction</td>
<td>4,766</td>
<td>7,000</td>
<td>(-) 2,234</td>
</tr>
<tr>
<td>X1 (internal) = Raw material</td>
<td>7,773</td>
<td>7,000</td>
<td>0,773</td>
</tr>
<tr>
<td>X2 (internal) = Unique value</td>
<td>9,121</td>
<td>7,000</td>
<td>2,121</td>
</tr>
<tr>
<td>X3 (internal) = Availability</td>
<td>7,738</td>
<td>7,000</td>
<td>0,738</td>
</tr>
<tr>
<td>X4 (internal) = Sustainability</td>
<td>6,496</td>
<td>7,000</td>
<td>(-) 0,504</td>
</tr>
<tr>
<td>X5 (internal) = Acceptance</td>
<td>5,156</td>
<td>7,000</td>
<td>(-) 1,844</td>
</tr>
<tr>
<td>X6 (internal) = Access to capital</td>
<td>4,830</td>
<td>7,000</td>
<td>(-) 2,170</td>
</tr>
</tbody>
</table>

Table 1 shows that external factors, namely market recognition, occupy the highest gap value, followed by factors of capital access, acceptance, networking, and internal factors, namely sustainability. This is a very serious problem, that market introduction should be used as access in the introduction of superior products of a region to be further introduced to the general public in the Fakfak Regency area and its surroundings.

**Spider web compilation of internal & external factors**

![Spider web compilation of internal & external factors](image-url)
The external factor of the network with a negative score (-1,170) shows that the existing network can still be improved in a faster time so that the long-term integration planning of superior product management can increase competitiveness with integrity as expected at the standard value (7,000). Meanwhile, the external factor of motivation that had the highest positive score (1.156) showed that motivation could be increased even harder compared to innovation and competency factors. Meanwhile, the internal factor of network access to capital has the highest negative score (-2,170), indicating that the existing network can still be improved in a faster time so that long-term integration planning, superior product management can increase competitiveness with integrity as expected at the standard value (7,000) compared to the gap in acceptance and sustainability. The unique value factor has the highest positive score (2.121), indicating that the gap can still be increased in a faster time compared to the gap in availability and raw materials.

### Multiple Linear Regression Analysis

**Table 2. Multiple Linear Regression Analysis**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Mr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competence</td>
<td>-.096</td>
<td>.118</td>
<td>-1.808</td>
<td>.420</td>
</tr>
<tr>
<td>Innovation</td>
<td>.121</td>
<td>.131</td>
<td>1.299</td>
<td>.360</td>
</tr>
<tr>
<td>Motivation</td>
<td>-.629</td>
<td>.241</td>
<td>-2.607</td>
<td>.010</td>
</tr>
<tr>
<td>Networking</td>
<td>-.581</td>
<td>.108</td>
<td>-5.384</td>
<td>.000</td>
</tr>
<tr>
<td>Market Introduction</td>
<td>.029</td>
<td>.093</td>
<td>.039</td>
<td>.317</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Kinerja

The results of the data processing of the Managerial Aspect Multiple Linear Regression analyst will be explained as follows:

\[
Y = 15,162 - 0.096X_1 + 0.121X_2 - 0.629X_3 - 0.581X_4 + 0.029X_5
\]

a. For the variable Performance of new business actors (Y) has a constant of 15.162, meaning that the positive value indicates a unidirectional influence between the independent variable and the dependent variable. The high value of the constant indicates that if all the X variables below are 0 (zero), then Y on average is 15.162
b. For the Competency variable (X1) has a value of -0.096 if the variable (X1) increases by one unit, then Y will decrease by -0.096 assuming that the other variables are in a constant condition.

c. For the Innovation variable (X2) has a value of 0.121 if the variable (X2) increases by one unit, then Y will also increase by 0.121 assuming that the other variable is in a constant condition.

d. For the Motivation variable (X3) has a value of -0.629 if the variable (X3) increases by one unit, then Y will experience a decrease of -0.629 assuming that the other variable is in a constant condition.

e. For the network variable (X4) has a value of -0.581 if the variable (X4) increases by one unit, then Y will experience a decrease of -0.581 assuming that the other variable is in a constant condition.

f. For the Market Introduction variable (X5) has a value of 0.029 if the variable (X5) increases by one unit, then Y will also experience an increase of 0.029 assuming that the other variable is in a constant condition.

4. Discussion

For long-term integrity planning, the management of superior products for economic competitiveness is needed product innovation and market introduction that is able to increase the competitiveness of superior products owned by the people of Fakfak Regency so that the community can obtain income through increased sales of products that have been marketed, as well as having ease of accessing business assistance and marketing capital from the local government.

5. Conclusion, Implication, and Recommendation

The results of the study show that in general, market introduction and product innovation in long-term integrity planning have gone well and have a positive value, this is needed to introduce superior products to the general public so that they are able to buy and promote superior products owned in the Fakfak Regency area. However, it is not balanced with network factors, competence and motivation from the Fakfak Regency government so that it has a negative impact on the long-term integrity planning of superior products for economic competitiveness in the Fakfak Regency area. Become less competent. It is hoped that the government will support market control related to superior products owned by each region.

6. References


