

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

Zannat, Sri Rahayu, Titis Istiqomah, Roy Sumaryono

Accepted: 25 July 2024

***Corresponding author:**

Zannat

Pascasarjana STIE Mahardhika, Surabaya

Submit your article to this Journal

<https://rtt-journal.com/index.php/rttm/index>

View related article

<https://rtt-journal.com/index.php/rttm/issue/archive>

Research Trend in Management and Technology

Full term and condition can be found in our website

<http://rtt-journal.com/rttm>

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

Zannat¹, Sri Rahayu², Titis Istiqomah³, Roy Sumaryono⁴

¹Pascasarjana STIE Mahardhika, Surabaya
^{2,3,4} STIE Mahardhika, Surabaya

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, & Prasetyo, 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

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

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

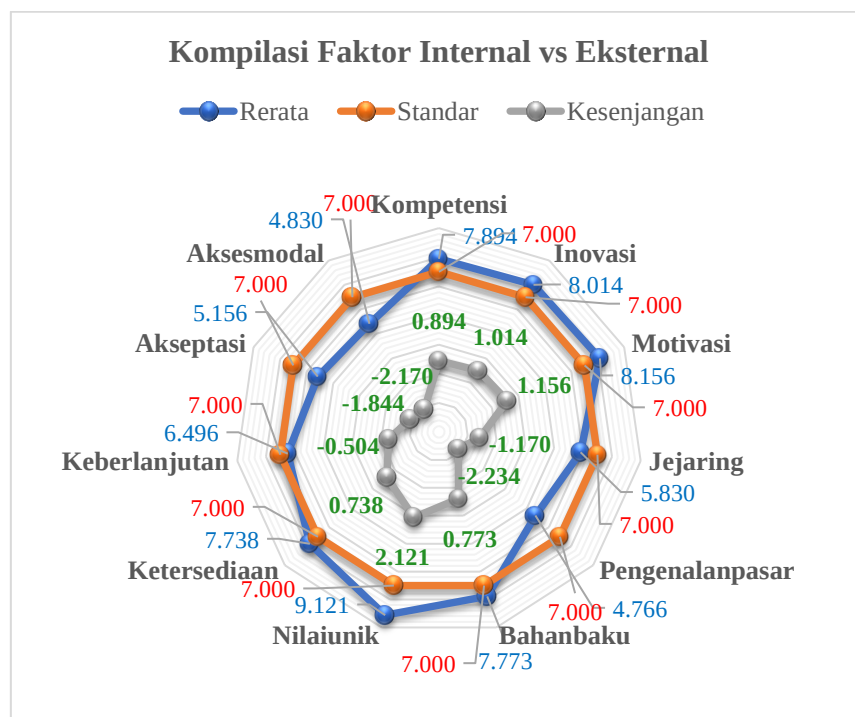


Figure 1. Compilation of Internal vs External Factors

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

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	15,162	2,677		5,663 ,000
	Competence	-,096	,118	-,095	-,808 ,420
	Innovation	,121	,131	,117	,919 ,360
	Motivation	-,629	,241	-,494	-2,607 ,010
	Networking	-,581	,108	-,548	-5,384 ,000
	Market Introduction	,029	,093	,039	,317 ,752

a. Dependent Variable: Kinerja

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

$$Y = 15,162 - 0,096X_1 + 0,121X_2 - 0,629X_3 - 0,581X_4 + 0,029X_5$$

- 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

- Alfansyur, A., & Mariyani. (2020). Seni Mengelola Data: Penerapan Triangulasi Teknik, Sumber Dan Waktu Pada Penelitian Pendidikan Sosial. *Jurnal Kajian, Penelitian & Pengembangan Pendidikan Sejarah*, 5(2), 146–150.
- Arianto, B. (2021). Pandemi Covid-19 dan Transformasi Budaya Digital di Indonesia. *Titian: Jurnal Ilmu Humaniora*, 5(2), 233–250.
- BPS. (2017). Kabupaten Fakfak dalam angka 2017. Fakfak. Retrieved from <https://fakfakkab.bps.go.id/publication/download.html?nrbvfeve=ODk0MjMwZjI5Nj>

QwM2Q1ODgzZjFiMzMx&xzmn=aHR0cHM6Ly9mYWtmYWtrYWluYnBzLmdvLmlkL3B1YmxpY2F0aW9uLzIwMTcvMDgvMTYvODk0MjMwZjI5NjQwM2Q1ODgzZjFiMzMxL2thYnVwYXRlbi1mYWtmYWstZGFsYW0tYW5na2EtMjAxNy5odG1s&twoadfnarfeauf=MjAyMi0wOC0zMSAwNzo0MjowMg%3D%3D

Gunadarma jurnal file:///C:/Users/wind10/Downloads/3666-13424-1-PB.pdf

Gkartzios, M. & Lowe. P. (2019). Revisiting neo-endogenous rural development, in: Scott, M., Gallent, N. and Gkartzios, M. (eds) the routledge companion to rural planning. New York: The Routledge.

Husna, N., Noor, I. & Rozikin, M. (2013). Analisis pengembangan potensi ekonomi lokal untuk menguatkan daya saing daerah di Kabupaten Gresik. Jurnal Administrasi Publik (JAP), 1(1), 188-196

Istiqomah, T., & Muzdalifah, L. (2019). Analisis Penerapan Aspek Manajemen Mutu Sederhana Guna Meningkatkan Daya Saing Usaha Mikro Pengeringan Ikan Di Kabupaten Sidoarjo (Issue 2006).