

The Existence of Village Products in the Digital Era in Kelekar District, Muara Enim Regency

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ABSTRACT

The village is an interesting object to research and in the village there are many superior products of the village. Along with the digital development of some local products cannot enter the global market, this is due to the limitations of rural communities in digital access. Technological developments will affect the existence of local products many marketplaces can be used for the promotion of local products in order to penetrate the global market and exist. This paper aims to analyze the Existence of Village Superior Products in Kelekar District, Muara Enim Regency in supporting one of the flagship programs of the Ministry of PDDT One village one product (OVOP) (one village one product). Villages in Kelekar District have been experiencing problems in developing the creative economy and utilizing the potential of the village, so that the development of superior products needs to be analyzed in depth. Superior products should be the main attraction in increasing the income of rural people. The writing method is descriptive and qualitative type of writing, with interview data collection.

Keywords: Product, Development, Tourism, Community, BUMDes

1. INTRODUCTION

The village is one of the objects of writing that seems endless, the village as one of the smallest administrative area units and as a unit of territory has undergone changes, either directly or indirectly, so that many interventions enter the village both through government programs and private institutions and non-governmental organizations (Mulyanto, Mukbar, Endah, Saputro, & Samandawai, 2009). Building from the village is a must because most of the development is focused on the village. In addition to development, assistance is also carried out for the village, both human resources assistance and assistance in developing businesses owned by the village. The big mission of the government is to provide assistance to villages, so that villages are empowered independently, strongly and developed (Borni Kurniawan, 2015). The creative economy and tourism in the village are not so well organized that they cause the products produced in the village to be unable to penetrate into a larger market except for rubber and pineapple products. Of course, rubber and pineapple are superior products and the existence of superior rubber and pineapple products in the village in the Digital Era in Kelekar District, Muara Enim Regency, is important to analyze.

Then a mapping of the potential of the village is carried out. The arrangement of the creative economy and tourism must be included with good environmental and social conditions, so that with these conditions the community is able to receive tourists from outside the village. In terms of potential, the village is quite large, both in the fields of social, cultural, political, religious, economic and educational fields. The potential that exists in rural communities can still be developed with better governance. The governance offered is management in every sector, especially environmental and social, which must be carried out by stakeholders.

Kelekar Subdistrict is a producer of pineapple fruit and rubber plantations. Besides that, it also has income from the Kelekar river. However, the condition of many people is still fairly poor, this can be proven from many recipients of the family hope program (PKH). The existing potential does not make the village community in

Kelekar District economically prosperous. The problem of poverty and inequality always goes hand in hand with limited work and limited access to resources both agrarian resources, education, information, finance and so on, and this will allow people to work hard. Then this limitation will cause various kinds of consequences both direct and indirect, and sometimes economic and noneconomic development policies taken by the government within the framework of neoliberal capitalism, with this situation capitalism always gives rise to social inequality, exploitation, marginality and suffering of the poor (Tjandraningsih, 2012).

In line with the wishes of the government which have been regulated in Law no. 24 of 2019, Law of the Republic of Indonesia Number 6 of 2014 concerning Villages, Nita Village Regulation Number 5 of 2014 concerning The Development of Tourism Villages, Permendagri No. 9 of 2014 concerning Guidelines for The Development of Superior Products, Regulation of the Minister of Home Affairs Number 33 of 2009 concerning Guidelines for the development of Ecotourism in the Regions, and One village one product (OVOP) (one village one product) is one of the flagship programs of the Ministry of PDDT, so this paper supports the programs of the Indonesian government, the Ministry of Tourism and Creative Economy and the Ministry of Villages, PDT and Transmigration of the Republic of Indonesia. This paper will continue to be carried out for a period of three years. The difficulty of surviving local products in the market causes the existence of local products to be less competitive with other products. Based on this background, it is important to analyze the Existence of Village Superior Products in the Digital Era in Kelekar District, Muara Enim Regency with a literature study.

2. METHODS

This paper uses qualitative research methods using literature studies. It is important to explore and clarify regarding social reality which is then done descriptively. The focus of this paper is the Existence of Village Superior Products in the Digital Era in Kelekar District, Muara Enim Regency.

3. DISCUSSION

Government policies are important to prepare superior products for rural areas, besides that development must be adjusted to the potential possessed and community participation (Haryono, 2018). According to Amir (2020), the policies taken are expected to have an impact on social and economic through increasing business units owned by villages, such as BUMDes, utilizing village potential such as animal husbandry, agriculture, and plantations. In addition, according to Amir BUMDes, it also provides services in the form of production process assistance and diversification. Permendagri No. 9 of 2014 concerning Guidelines for The Development of Superior Products. Of course, this regulation will create superior village products that will survive and exist in the community. The following is a model for the development of Village Superior Products that needs to be carried out in Kelekar District in the medium term, as referred to in paragraph (1) of Permendagri No. 9 of 2014.

Improving the Quality of Attractiveness of Village Superior Products

Improving the quality of the attractiveness of Village Superior Products is one of the most important things to do development. Because attractive products will easily enter the market, both conventional and digital markets. Product competition in the digital market pays attention not only to the quality of the product but many products are in appearance attractive to buy. This is what causes some products to still exist and survive.

Improving infrastructure quality

Improving the quality of infrastructure is very important to do because good infrastructure will make it easier to access products. In addition, if the product is in the form of natural tourism and has a physical, what is done is to improve the quality of infrastructure.

Increased Promotion and Investment of Village Superior Products

Increasing the promotion and investment of Village Superior Products, this is important to do. Promotion is the most important part to do so that the product can be widely known by consumers. Promotion can be done offline and online. But at this time there are many applications that can help in promotions such as shopee, tokopedia, etc. Marketplace is important for a business, because the marketplace will introduce products from areas that are indeed difficult to reach, such as 7 villages, namely Tanjung Medang Village, Menanti Village, South Menanti Village, Teluk Jaya Village, Pelempang Village, Embacang Village, and Suban Baru Village. These seven villages can do promotions in several marketplaces. The marketplace will help in the development of the business owned by the village. This marketplace is a place to buy and sell products online and use Android. Then the application can be accessed on the google store for free. This marketplace brings together sellers and buyers virtually. In addition, the marketplace will also introduce local products that can be known globally. Here are examples of marketplaces that are quite widely used by the public, such as shopee, Lazada, Tokopedia, Buka Lapak, JD.ID, Blibli.com which are widely downloaded by the public.



Source: liputankampung.com, 2020.

Here is a very popular marketplace used to introduce local products. Every business owner can market their products in the marketplace.

Increased Cooperation

Cooperation is very important in product development, it will also help in developing products. Cooperation can be done with marketplaces and investors. But for larger stages such as investors, it will be difficult to enter the village. However, products can be marketed in the marketplace so that they can be known by the public. Cooperation is not only carried out to the private sector but can also be carried out with state-owned enterprises and non-governmental organizations.

Increased Community Participation

Community participation is very important in the improvement of the product and the existence of the product. However, for this improvement, it must involve the people in the village. The village community participates as a producer so that the products to be marketed do not experience scarcity after being widely known by the community. In addition, as a producer, village communities can also be used and as sellers directly to the available marketplaces.

Increased Protection of Village Superior Products

In order for the product to be protected, it is necessary to register with the government with the aim of making the product recognizable. However, before registration, it is necessary to do ready-made products, namely processed products.

4. CONCLUSION

Kelekar Subdistrict consists of 7 villages, namely Tanjung Medang Village, Menanti Village, South Menanti Village, Teluk Jaya Village, Pelempang Village, Embacang Village, and Suban Baru Village. This paper is expected to find a formula or concept from the efforts of BUMDes in creating superior village products, this aims to increase village income and income of the village community. This is for the existence of superior products. The improvement is carried out through several things, here is to improve the village's superior products. Improving the quality of attractiveness of Village Superior Products, improving infrastructure quality; increased promotion and investment of Village Superior Products; increased cooperation; increased community participation; and increased protection of Village Superior Products.

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