

## LEADING SECTOR ANALYSIS AND ECONOMIC SYSTEM LINKAGE OF CUSTOM VILLAGE IN BALI PROVINCE, INDONESIA (STUDY ON BALI ANYAR CUSTOM VILLAGE)

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### Abstract

*Traditional villages in Bali still exist and are in harmony with the village (administrative village), and play an important role in people's lives, including in the economic field. Based on the typology and the period of formation, custom village are divided into Bali Aga Village, Apanage Village, and Bali Anyar Village. The purpose of this study is to analyze the linkage system (both forward linkage and backward linkage) based on the potential analysis of the rural economy in Bali, with a study on custom villages which are included in the Bali Anyar Custom Village type. This research is an exploratory research where the research is focused on three traditional villages including Bali Anyar Village, namely Kutuh, Sesetan, and Karang Dalem Custom Villages. Data was collected through interview techniques, non-participant observation. The data collected were analyzed descriptively quantitatively and qualitatively, including the linkage system approach (backward and forward linkages). The results of the analysis show that the three leading economic sectors of Bali Anyar Village, namely: (1) the SMI, MSME, and cooperative sectors; (2) tourism sector; and (3) the creative and digital economy sector. These economic sectors have strong inter-sub-sector links with other sectors (backward and forward linkages) outside Bali, in Bali (locally), and foreign.*

**Key words:** forward linkage, backward linkage, rural economics, custom village

### INTRODUCTION

Local development is an integrated development that combines economic dimensions with other dimensions such as social, cultural, and institutional with an emphasis on local spatial contexts [5]. The development in question is a process that exists in the community, government, business actors, and other non-government sectors working together to create better conditions for economic growth and community welfare. The framework of the study of human survival is inexhaustible to discuss one phenomenon, namely development. Development as one of the phenomena inherent in one of the characteristics of human life often undergoes changes following various existing

dimensions. The context of the study of a change is usually attached to the concept of development which is defined as a form of planned change, a change that has a better shape than the previous state and is expected by each person or certain group. Planning is needed to realize these expectations [11]. The development of the economic base in rural areas has long been carried out by the government through various programs. However, these efforts have not yielded satisfactory results as desired together. One of the most dominant factors is that government intervention is too large, as a result, it hampers the creativity and innovation of rural communities in managing and running the economic engine in rural areas. Economic institutional systems and mechanisms in rural areas do not work effectively and have

implications for dependence on government assistance so that it kills the spirit of independence [20].

Ideally, the economic activities of rural communities are carried out in the form of institutions or business entities that are managed professionally [2], but still rely on the original potential of the village. This can make community businesses more productive and effective [4][16][21]. In particular, the purpose of developing village potential is to increase the active role of the community in making development decisions in an open, democratic and responsible manner; develop business capabilities and business opportunities to increase the income and welfare of poor households; and encourage the realization of integrated roles and partnerships between provincial and regency/city offices/agencies as well as other stakeholders as program actors and facilitators. Village potential is identified through physical characteristics (soil, water, climate, geographical conditions and human resources) and non-physical (spirit of mutual cooperation, Village institutions, educational institutions, health institutions, economic institutions, village apparatus and civil servants) which are currently owned by the village [1].

In addition to villages (administrative or service), in Bali there is also a Traditional Village, whose existence has also been legally recognized. Regional Regulation of the Province of Bali Number 4 of 2019 states that the Traditional Village is a unit of customary law community in Bali which has territory, position, original structure, traditional rights, own assets, traditions, manners of community life from generation to generation in the bond of sacred place (*Kahyangan Tiga* or *Kahyangan Desa*), duties and authorities as well as the right to regulate and manage their own household. So far, the dualism of villages in Bali can run in harmony and harmony in various aspects of Balinese life. Based on the typology and the period of formation, custom villages are divided into *Bali Aga* Village, *Apanage* Village, and *Bali Anyar* Village.

The purpose of this study is to analyze the linkage system (both forward linkage and

backward linkage) based on the potential analysis of the rural economy in Bali, with a study on custom villages which are included in the *Bali Anyar* Custom Village type.

## MATERIALS AND METHODS

### Types of Custom Village in Bali

As previously mentioned, traditional villages in Bali are classified into *Bali Aga* Village, *Apanage* Village, and *Bali Anyar* Village [3][15].

(1)*Bali Aga* Village (Mountain Custom Village)

Custom villages that can be classified as *Bali Aga* Villages are mostly located in mountainous or inland areas with socio-cultural characteristics in little tradition. The tradition is dominated by pre-Hindu cultural characteristics. Even so, there is also a *Bali Aga* Village around the coast. Another characteristic is that in the *Bali Aga* Village there is no caste system, where the traditional village leadership generally adheres to a twin or collective pattern based on the basis of seniority known as *Ulu-Ampad*.

(2)*Apanage* Village (Custom Village in the Middle Bali era/The Influence of the Majapahit Kingdom)

When the Majapahit Kingdom (from Java Island) was able to conquer Bali, the Hindu religious aspects of Majapahit developed rapidly in Bali. The traditional villages which later came under the influence of Majapahit are known as the Bali Dataran or *Apanage* villages. *Apanage* village has the character of a rice field economy with an irrigation system, centralized power where the position of the king is a descendant of the gods (*devaraja* cults), the dominance of pedanda figures, religious concepts written in lontar, the existence of a color system to be casted, cremation ceremonies for the dead, the existence of Javanese Hindu calendar system, puppets performances, architecture, and art with Hindu and Buddhist motifs, as well as mask dances. The leadership in the villages of Bali Dataran is the sole leadership as the presentation of the king. Other characteristics such as differences in religion, social patterns, arts, and literature, and the arrangement of

*palemahan*. In addition, the aspects of the social life of the Balinese people in the Dataran follow a social stratification which is dominated by elements of the Javanese Hindu tradition.

(3) *Bali Anyar* Village (modern Bali era)

So far, the custom village and the administrative village in Bali can run in harmony. However, in its development, in a traditional village there can be conflicts, especially related to land disputes, thus triggering the division or division of traditional villages. So that a new traditional village emerged in Bali in the era after Indonesia's independence until now. Or in an area that is not the territory of a traditional village, the people who live there agree to form a traditional village, this traditional village is called the *Bali Anyar* Village.

#### **Concept of "Kerthi Bali" Economy**

Departing from the aspiration to strengthen the structure and fundamentals of the Balinese economy, Governor of Bali (Wayan Koster) coined the concept of "*Kerthi Bali* Economy". The *Kerthi Bali* Economy is an economy to realize an Independent Bali in the economic field, built and developed based on the values of *Sad Kerthi's* philosophy by applying 11 (eleven) principles, which are as follows [10].

(i) An economy that is built/developed from an attitude of gratitude/glorification for the wealth, uniqueness, and superiority of Bali's local natural resources and their contents as a gift from the God as Creator.

(ii) An economy that is built/developed according to the potential of Bali's local natural resources and their contents.

(iii) The economy built/developed by *Krama Bali* (member of custom village) is inclusive, creative, and innovative.

(iv) The economy that is built/developed is based on Balinese traditional values, arts, culture, and local wisdom.

(v) An economy that is built/developed by maintaining the natural and cultural ecosystem in a sustainable manner.

(vi) An economy that is built/developed to increase the capacity of the local Balinese economy, quality, added value, and competitiveness.

(vii) An economy that is built/developed by accommodating the application/development of science and technology as well as digital technology.

(viii) An economy that provides tangible benefits to improve the welfare and happiness of *Krama Bali* on a scale-by-scale basis.

(ix) An economy that is built/developed on the principle of *gotong royong* (communal work).

(x) An economy that is built/developed to increase resilience to the dynamics of the times locally, nationally, and globally.

(xi) An economy that fosters a spirit of embarrassment and love/proud as *Krama Bali*. Based on the originality and superiority of Bali's local resources (Balinese Nature, Balinese *Krama*, and Balinese Culture), [11] further explained 6 (six) leading sectors as pillars of Bali's economy, namely:

-Agriculture sector (in a broad sense including livestock and plantations);

-Marine/fisheries sector;

-Industrial sector;

-Small and Medium Industry (SMI), Micro, Small and Medium Enterprises (MSME) and cooperative sector;

-Creative and digital economy sector;

-Tourism sector.

#### **Rural Economic Development**

Rural development must follow four major efforts, which are interrelated and constitute the main strategy of rural development. First, empowering the economy of rural communities [19][21]. In this effort, capital input and guidance on the use of technology and marketing are needed to enable and make village communities independent; Second, improving the quality of rural human resources so that they have an adequate basis to increase and strengthen productivity and competitiveness.

Third, infrastructure development in rural areas. For rural areas, transportation infrastructure is an absolute necessity, because transportation infrastructure will spur the backwardness of rural communities; and fourth, building rural institutions, both formal and non-formal. The institutions needed by the countryside are the creation of good services, especially to spur the rural economy such as financial institutions [2][18][19]. The

administration of government in the field of development is basically the key to the success of developing local economic potential to strengthen regional competitiveness [7][16].

### Research Methods

This research includes exploratory research which aims to explore objects according to the research objectives. Exploratory research is one type of social research whose purpose is to provide a little definition or explanation of the concepts or patterns used in research [8]. Although using a qualitative approach, this research is still supported by quantitative data and analysis.

The focus of the research is on Traditional Villages which are included in the category of *Bali Anyar* custom villages, with the consideration that in the future it is possible that new traditional villages will appear in Bali, which of course fall into the *Bali Anyar* category. Therefore, research on the linkage system of the *Bali Anyar* custom village will have useful futuristic implications.

There are three Balinese Anyar traditional villages that serve as the research locus, namely the Kutuh custom village and Karang Dalem custom village (in Badung Regency), and the Ssetan custom village (in Denpasar City). Data collection on the potential of traditional villages was carried out through a questionnaire instrument originating from the Census program of *Sad Kerthi Semesta Bali* Based on Custom Village. The census of *Sad Kerthi Semesta Bali* Based on Custom Villages aims to record how much cultural wealth and local wisdom exists in each traditional village in Bali in an effort to develop and empower traditional villages in Bali that are closely related to cultural values. In addition, data collection was also carried out through in-depth interviews with local traditional leaders, especially *Bandesa* from the three traditional villages that became the research locus. *Bandesa* is the name for the traditional village head. Non-participant observations were also conducted to obtain a direct picture of the rural economy of the traditional village of *Bali Anyar* at the research locus. Non-participant observation is

an observation method in which the observer does not take part in the observer's life [6].

The collected data is then analyzed to obtain an overview of the potential profile of traditional villages and village economic analysis using a linkage system approach. As previously explained, the linkage system consists of backward linkage and forward linkage.

Mapping of local potential is an activity carried out to find and recognize the socio-economic and cultural potential of local communities or also known as social orientation activities [13][9]. This activity is part of the initial socialization process, carried out after and or simultaneously with non-participant observation activities to strategic groups at the customary village level.

Socio-cultural and socio-economic conditions that need to be identified include the following conditions: what values are dominantly embraced by the community that are able to move the community; what social forces are capable of bringing about changes so that people can change from within themselves; what is the character and characteristics of the community, especially in responding to social interventions; such as what is the pattern of communication information that occurs in the community, both in the dissemination of information and in the learning framework; What media and learning resources are used and believed by the community as a means of information and learning; Dominant social forces within the framework of social change; What environmental factors influence people's attitudes and behavior [13].

In determining the leading sector, there are several criteria that can be used as described in Table 1.

Each criterion is then given a value by the informant based on a Likert scale from a value of 1-5 according to perceptions about the level/condition of the economic sector. The higher the value, the better the condition. Furthermore, the scores obtained by each of the leading sectors of the *Kerthi Bali* Economy on each criterion are averaged, so that a composite or combined value is obtained.

Table 1. Criteria for Determining Leading Sector

No	Criteria	Code
1	The sector has a high contribution and growth rate so that it can improve the regional economy.	C1
2	The sector's ability to meet market needs.	C2
3	The sector has a large competitive ability to the wider economic system and a large growth of economic activity in the local and wider area.	C3
4	The sector has a multiplier or a large impact on other economic activities and the development of the surrounding area.	C4
5	The sector has strong links between sub-sectors and other sectors (forward linkages and backward linkages).	C5

Source: [14].

Analysis of linkages between sectors (linkage system) is divided into backward linkage and forward linkage. Both linkages are analytical tools used to determine the level of linkage of a sector to other sectors in the economy [17]. Backward linkages are the linkages of a sector to other sectors that contribute inputs to it. Forward linkages are linkages of a sector that produce output to be used as input for other sectors [12].

## RESULTS AND DISCUSSIONS

### Overview and Potential of Bali Anyar Custom Village (Research Locus)

As previously explained, there are three *Bali Anyar* Custom Villages that will be used as the research locus, namely the Kutuh Custom Village, Karang Dalem Custom Village, and Sesetan Custom Village (Fig. 1).

#### *Kutuh Custom Village*

Kutuh Custom Village is a coastal area located in the South Kuta District, Badung Regency, Bali Province. Kutuh Custom Village consists of 10 *Banjar Adat*, with a population of about 1,193 families. The economic potential of the Kutuh Custom Village is in the form of tourism, services, and retail SMEs. In 1998, the Kutuh Custom Village was initiated by the local government of Bali to establish an LPD (Custom Village Credit Institution) with an initial capital of 13

million Rupiah, and in 2021 the assets of the LPD have reached 125 billion Rupiah.

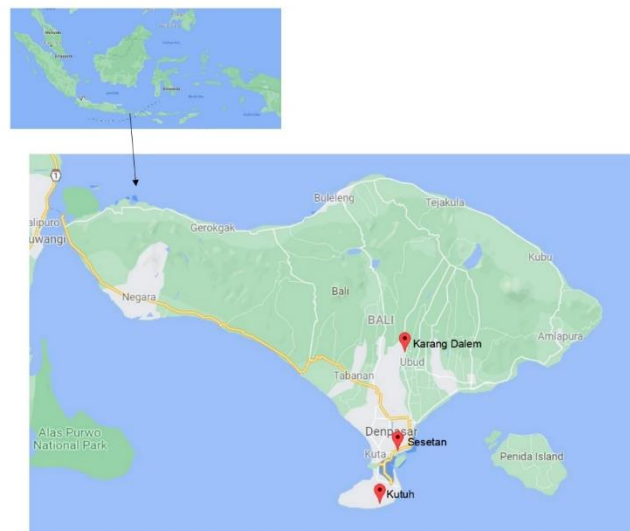


Fig. 1. Map of Research Locations for Traditional Villages in Bali (Inset Map of Indonesia)

Source: Google Maps (Processed).

Kutuh Custom Village established custom village-owned enterprises a.k.a. BUMDA (*Baga Usaha Manunggal Desa Adat*) in 2014 to drive the economy in the real sector of the community. BUMDA has nine business units and three service units. The nine business units in question include LPD, Pandawa Beach Tourism, Gunung Payung Cultural Park, Timbis Paragliding Special Tourist Attractions, Special Arts and Culture Tourist Attractions, Goods and Services Unit, *Piranti Yadnya* (offering things) Unit, Transportation and Construction Services (*Undagi*). Meanwhile, educational and partnership tourism services, regional security and order services, and insurance and health insurance services are three integrated service units to support village tourism. Kutuh Custom Village also has a special art and culture tourist attraction, i.e. Kecak Dance performance at Pandawa Beach.

#### *Sesetan Custom Village*

Sesetan Custom Village located in Denpasar City, Bali Province with an area of 7.39 km<sup>2</sup> (739Ha) and geographically located at an altitude of less than 500 meters above sea level stretching to the north. Sesetan Custom Village consists of nine *Banjar Adat*. The economic potential possessed by the Sesetan

Custom Village is in the form of culinary SMEs, the creative economy also trade and services. Sesetan Custom Village also has financial institutions in the form of LPD which has developed quite rapidly, and BUMDA with business units in the field of services in the form of markets, garage rentals, boarding houses. In addition, the Sesetan Custom Village also has a unique art and culture, namely the *Bungbang gamelan* and the *omed-omedan* tradition. *Gemelan Bungbang* is a *barungan* (a set) of bamboo orchestra classified in Balinese *karawitan* (traditional music) art as new *gamelan* (the art of new percussion). *Omed-omedan* tradition is an empty-handed tug-of-war between young men and women aged 17 to 30 who are not married yet and is held once a year after *Nyepi* day. Sesetan custom village also has several well-known art studios, one of which is *Gases* who is active in the preservation of cultural arts, and involves the local community in their artistic activities.

**Karang Dalem Custom Village**

Karang Dalem Custom Village is located in Abiansemal District, Badung Regency, and not a coastal area. Karang Dalem Custom Village has the natural potential of rural scenery, the meandering flow of the Ayung River stretching from upstream to

downstream, agricultural landscapes starting from rice fields. When viewed from the socio-cultural aspect, religious ritual activities in the rice fields, *Bedugul*, *Subak Temple*, or *Kahyangan Tiga Temple*. The unique thing in the Karang Dalem Custom Village is the *Batu Megong* at the Subak Temple which can be used as a cultural symbol, in addition to Balinese architecture in the traditional houses of the local community. The economic potential of the Karang Dalem Custom Village is agriculture, animal husbandry, and plantations as well as MSME handicrafts and tourism. The daily activities of the community are farmers working in the fields, making handicrafts, as well as local traditional cuisine as socio-cultural attractions. Artificial attractions for recreation can be found at Bali Swing, Pinball and ATV attractions as well as silver craft centers

**Analysis of the Leading Sector of the New Bali Traditional Villages**

Based on the description of the overview and identification of potentials, it is known that of the six leading sectors of the Traditional Village economy as in the *Kerthi Bali* Economic concept, the sectors that are superior in the *Bali Anyar* Custom Village are analyzed according to the criteria and the results are presented in Table 2 below.

Table 2. Analysis of Leading Sector of *Bali Anyar* Custom Villages

No	Leading Sector of Custom Village	Code of Criteria					Average
		C1	C2	C3	C4	C5	
1.	Agriculture sector	2.33	2.33	2.33	2.33	2.33	2.33
2.	Marine/fishery sector	2.33	2.33	2.33	2.00	2.00	2.20
3.	Industrial sector	2.00	2.00	2.33	2.00	2.00	2.07
4.	SMIs, MSMEs, and cooperatives sector	3.67	4.00	4.00	3.67	3.67	3.80
5.	Creative and digital economy sector	3.00	3.00	3.00	3.33	3.33	3.13
6.	Tourism sector	3.67	3.67	3.67	3.67	3.67	3.67
	Average	2.83	2.89	2.94	2.83	2.83	

Source: Results of data analysis (2021).

Based on Table 2, it is known that there are three leading economic sectors of *Bali Anyar* Village, namely: (1) the SMI, MSME, and cooperatives sectors; (2) tourism sector; and (3) the creative and digital economy sector. More specifically, Figure 2 presents a comparison chart of the leading sectors in each Indigenous Village at the research locus and on average in the *Bali Anyar* Village.

Figure 2 shows that the tourism sector is the leading sector of the Kutuh Custom Village. While the SMI, MSME, and cooperative sectors are the flagship of the Sesetan Custom Village. Furthermore, Karang Dalem Custom Village with leading sectors in agriculture and tourism.

In addition, it is also necessary to review the position of the *Bali Anyar* Village on each of the criteria.

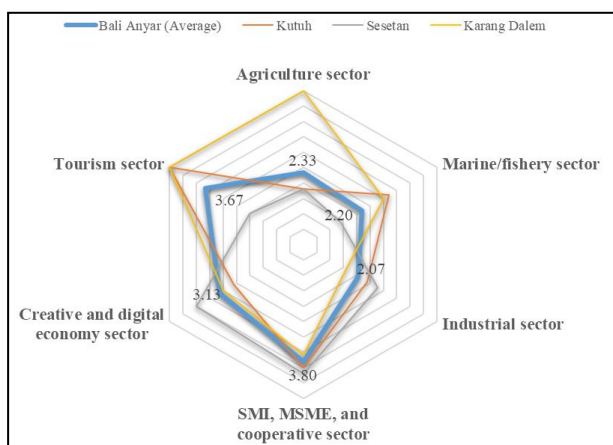


Fig. 2. Leading Sector Map of *Bali Anyar* Custom Village  
 Source: Results of data analysis (2021).

Figure 3 shows that on average or partially, *Bali Anyar* Village excels in criteria C5, which shows that economic sectors have strong sub-sector links with other sectors (forward linkages and backward linkages). Therefore, it is necessary to continue with the analysis of the linkage system.

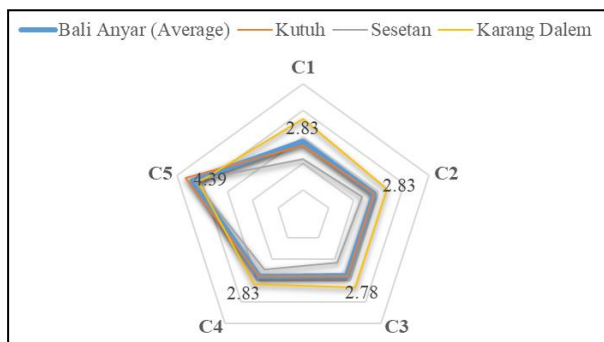


Fig. 3. Value Map of Traditional Village Economic Sector in accordance with Leading Sector Criteria  
 Where: C1=The sector has a high contribution and growth rate so that it can improve the regional economy; C2=The sector's ability to meet market needs; C3=The sector has a large competitive ability to the wider economic system and a large growth of economic activity in the local and wider area; C4=The sector has a multiplier or a large impact on other economic activities and the development of the surrounding area; C5=The sector has strong links between sub-sectors and other sectors (forward linkages and backward linkages).  
 Source: Results of data analysis (2021)

### Linkage System of *Bali Anyar* Custom Village Economy

Based on the results of the analysis and field observations, partnerships in the form of a linkage system in *Bali Anyar* Custom Village can be arranged, especially in the leading sectors, namely the SMI, MSME, and cooperative sectors, the tourism sector, as well as the creative and digital economy sectors.

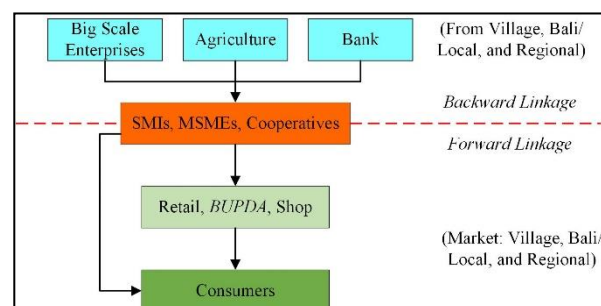


Fig. 4. Linkage System of SMI, MSME, and cooperative sector  
 Where: BUPDA (*Baga Usaha Padruwen Desa*) = Custom Village Owned Enterprises  
 Source: Results of interpretation (2021).

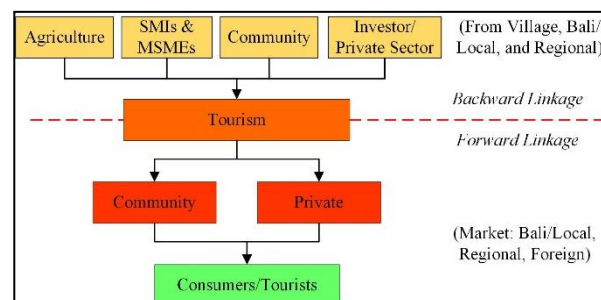


Fig. 5. Linkage System of Tourism Sector  
 Source: Results of interpretation (2021).

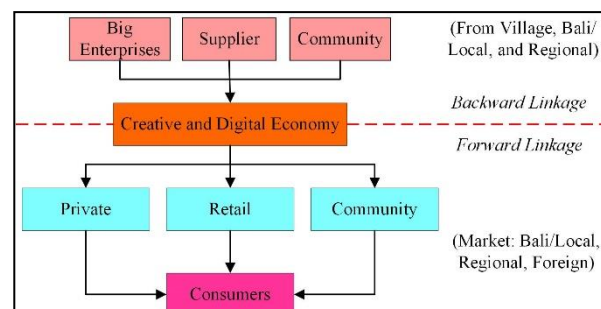


Fig. 6. Linkage System of Creative and Digital Economy Sector  
 Source: Results of interpretation (2021).

Figures 4 to 6 show the linkage system in the three leading sectors of *Bali Anyar* Village. Backward linkage shows that the leading sector is related to other sectors originating



from the local (local) and domestic area. Meanwhile, forward linkage shows that the sector has a fairly good market share, including the creative economy sector that is able to penetrate the international market. In addition, many tourists who enjoy the tourism sector come from international tourists.

## CONCLUSIONS

Based on the results of the analysis, it is known that there are three leading economic sectors in *Bali Anyar* Custom Village, namely: (1) the SMI, MSME, and cooperative sectors; (2) tourism sector; and (3) the creative and digital economy sector. The economic sectors of *Bali Anyar* Custom Village have advantages which indicate that these economic sectors have strong sub-sector links with other sectors (forward linkages and backward linkages) both outside Bali, in Bali (local), and foreign.

As a follow-up, it is recommended that the local government can review so that backward linkage is made closer, such as connecting with suppliers of raw materials from Bali. In addition, the expansion of market share is also very important. So far, the output of SMI and MSME products is only for local market share, except for the creative economy sector which has begun to penetrate national and international markets. The tourism sector is also in demand by international tourists, in addition to domestic and local tourists.

## ACKNOWLEDGEMENTS

This research was carried out with funding support from the Directorate General of Hindu Community Guidance-Ministry of Religion of the Republic of Indonesia. For that, we would like to thank the government and the traditional village parties who have supported and provided assistance during the research process.

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