



Regional Development Strategy Based on Superior Commodities, Masalle District, Enrekang Regency

Nur Fitri Ramadhani*¹; Budimawan²; Danial Useng³; Muslim Salam³; Arifuddin Akil⁴; Ria Wikantari⁴;

¹Department of Regional Planning and Development, Graduate School, Universitas Hasanuddin, Indonesia

²Faculty of Fisheries and Marine Affairs, Universitas Hasanuddin, Indonesia

³Faculty of Agriculture, Universitas Hasanuddin, Indonesia

⁴Faculty of Engineering, Universitas Hasanuddin, Indonesia

INFO ARTICLE

* Corresponding author:
fitriramadhanihaling44@gmail.com

Keywords:

agriculture;
location quotient;
strategy;
superior commodity;
swot analysis.

ABSTRACT

Masalle District is one of Enrekang Regency's sub-districts with high agricultural potential. According to the Enrekang Regency Spatial Plan 2011-2031, Masalle District is designated as a center for horticultural crop production and as a designated area for the development of large livestock. Masalle District, on the other hand, is located in an area prone to fault zones and landslides. As a result, the purpose of this research is to identify superior commodities, establish regional zones, determine land carrying capacity based on land capabilities, and develop a regional development strategy based on superior commodities in the Masalle District. Field observations, expert interviews, and related literature were used to collect data. Purposive sampling was used to select respondents. The method of analysis employs LQ (Location Quotient) analysis, Klassen Typology, Scalogram, analysis of land carrying capacity based on land capability, and Analytic Hierarchy Process (AHP) - Strength, Weakness, Opportunities, and Threats (SWOT). According to the findings, the main commodities in Masalle District were peanuts, red beans, carrots, and goats as the leading commodities that developed and grew quickly, green onions as the leading commodity of fast growing, and cassava, sweet potatoes, potatoes, cabbage, tomatoes, bananas, coffee, and free-range chicken as a commodity developed under pressure. There are a total of four regional zones. The land has a carrying capacity of 1.53, indicating that it has optimal development potential while maintaining environmental balance. In addition, the S-O strategy is one of eleven regional development strategies that can be used in conjunction with strategic priorities.



INTRODUCTION

The implementation of national development in Indonesia can be divided into two categories: sectoral development and regional development (D, Ikawati, and Amri 2018). The regional development approach can be implemented based on a region's potential. This is supported by the passage of Law No. 32 of 2004, which states that the existence of regional autonomy has implications for regions' ability to mobilize and manage production, distribution, and allocation of owned resources into superior products with high competitiveness in local, national, and even international markets (Sultani 2016). To achieve this, a region must explore and develop its potential so that it can rely on its local resources. In order to give the community the opportunity to play a role and take the initiative in determining and processing local resources, both human and natural resources. As a result, the development strategy is based on building a strong economic structure capable of facing future challenges (Rusdiyana 2015).

A region's growth is heavily reliant on the advantages or competitiveness of its economic sectors. The ability of each economic sector to promote regional economic growth varies according to the commodity or economic sector's level of competitiveness. A commodity's or economic sector's superiority is a strategic value owned by a commodity or economic sector that can be developed in an area (Adiprasetyo and Cahyadinata 2020). To improve regional development, particularly in developing areas, the local government seeks to improve the welfare of the community through Local Economic Development by exploring and developing the potentials that exist in the region (Prasetyaningsih and Widjonarko 2015). According to Bartik in Saragih (2015), increasing the capacity of the local economy to create prosperity for the local population is how local economic potential is developed. If local resources, such as labor and land, are used more productively, the increase in question will occur. As a result, the government implements policies aimed at increasing agricultural production and productivity (Laili and Diartho 2018). In the effort to prosper the community, one of the important sectors in regional economic development is agriculture. One of them is to serve as a food provider to meet the growing demand (Siska et al. 2015).

Enrekang Regency is one of the regencies with the potential for agricultural development. According to data from the Central Bureau of Statistics of Enrekang Regency (2021), the agricultural sector with the highest contribution to the Gross Regional Domestic Product (GRDP) of Enrekang Regency is 38.51 percent, with sufficient potential for horticultural agricultural land to ensure that development is based on agriculture. Enrekang Regency's government has established a vision for the RPJP for the 2008–2028 period, namely Enrekang Regency as an independent, sustainable, and environmentally sound agropolitan area in 2028.

A region's growth is heavily reliant on the advantages or competitiveness of its economic sectors. The ability of each economic sector to promote regional economic growth varies according to the commodity or economic sector's level of competitiveness. A commodity's or economic sector's superiority is a strategic value owned by a commodity or economic sector that can be developed in an area (Adiprasetyo and Cahyadinata 2020). Masalle District is one of the sub-districts in Enrekang Regency with a high agricultural potential. According to Enrekang Regency's Regional Spatial Plan (RSP), Masalle District is one of the horticultural production centers in the region. Masalle sub-district contributes significantly to the production of cabbage, tomatoes, leeks, and carrots. In the last five years, the average contribution of horticulture production for cabbage commodities in Masalle District was 15468.66 tons or 43.6 percent, tomatoes were 16748.20 tons or 46.8 percent, onions were 2844.18 tons or 48.7 percent, and carrots commodity was 3984.72 tons or 80.1 percent (Calculation of Data from the Central Statistics Agency (CSA) of Enrekang Regency, 2017-2021).

Higher commodity quality and competitiveness will encourage the formation of superior commodity markets (Prabowo 2015). Leading commodities in the agricultural sector are related to potential that can be utilized and have a high economic value. Superior commodities, according to the Ministry of Agriculture (2002), are mainstay commodities with a strategic position to be developed in an area, with placement based on various considerations, both technically (soil and climatic conditions) as well as socio-economic and institutional (technological mastery, human resource capabilities, infrastructure, and local socio-cultural conditions) (Rohma and Rahmawati 2020). On the other hand, in the current free market era, only commodities that are



managed efficiently from a technological and socioeconomic standpoint and have comparative and competitive advantages will be able to compete sustainably with the same commodities from other regions (Helmi, Sriartha, and Sarmita 2021).

Commodities found in Masalle District are viable for development because they are profitable and socially acceptable to the local community, who primarily make a living as farmers. If properly managed, these commodities can add value to the community. However, the abundance of these commodities and their significant contribution to the economy in Masalle District are not matched by farmers' well-being. This is due to local farmers only being able to sell raw materials, a lack of information and marketing networks for farmers, and farmers only being able to sell agricultural production to collectors at one-sided prices. Furthermore, the availability of facilities and infrastructure to support agricultural development is insufficient and still traditional.

In his theory, Friedman (1975) introduced the concept of agricultural area development, namely the agropolitan concept, which offers a spatial framework for rural development based on the idea of rural development and acceleration of rural economic growth based on an agricultural industry oriented to community needs and local community-based development processes. According to Mulyanto (2008), regional development is all actions taken in order to take advantage of the existing potentials of the region to obtain conditions and a better life order for the benefit of the people in the region and on a national scale (Qisthina, H, and Mulki 2018).

Apart from its horticultural agricultural potential, the selection of this research location is also based on the RSP of Enrekang Regency, where Masalle District is included in one of the sub-districts in Enrekang Regency as a Provincial Strategic Area in terms of economic growth, which is an area for developing alternative cultivation of coffee plantation commodities. Aside from that, with all of Masalle District's potential, it has been one of the divisions in Enrekang District since 2004, which is the expansion area of Alla District. However, the developments that occurred after the division appeared to have a significant impact only on the implementation of government activities, whereas the Masalle District was able to develop more with its superior commodities due to the potential it possessed. According to the Enrekang Regency RSP, Masalle District is also designated for large livestock development. In terms of the importance of environmental functions and carrying capacity, a portion of Masalle District is located in the Enrekang protected forest area, which is also located in an area prone to natural disasters, fault zones, and landslides. With all of the complexities contained in the District of Masalle, it is necessary to plan and develop the area based on the potential and privileges possessed while taking into account the District of Masalle's characteristics. As a result, the purpose of this research is to identify superior commodities, establish regional zones, determine land carrying capacity based on land capabilities, and develop a regional development strategy based on superior commodities in the Masalle District.

METHOD

Method of Collecting Data

A survey of primary and secondary data was used to collect data. Secondary data is gathered from documents owned by agencies such as the Central Statistics Agency, the Regional Planning and Development Agency, the Public Works Service, and the Enrekang Regency Horticulture and Plantation Office. In this study, direct data collection (field observation), interviews, and questionnaires are used as the primary survey methods (Beni, Manggu, and Bhuana 2018). The author employs the Location Quotient (LQ) method to identify superior food commodities. The Location Quotient (LQ) is a method for determining the base or potential sector of a specific area or region. This method compares the capabilities of the sector in the region to the capabilities of the same sector in the larger region (Mustofa, Mudzakir, and Kurohman 2018). The EFE (External Factor Evaluation) and IFE (Internal Factor Evaluation) matrices are then used to determine the external and internal factors that influence strategy determination. Following that, a SWOT (Strengths Weaknesses Opportunities Threats) analysis was performed (Wijaya 2017).



Analysis Method

Several analytical methods were used in this study, which will be explained below:

1. Featured Commodity Analysis

Location Quotient and Klassen Typology analysis tools are used to identify superior commodities. In Masalle District, the Location Quotient (LQ) method is used to identify base commodities. The Location Quotient analysis technique is used to determine which sectors are the base sectors in the regional economy, which is an indicator that shows the strength of a sector's role in an area compared to the same sector's role in a larger reference area (Muta'ali 2015). The amount of production of each commodity is used to calculate the base commodity in this LQ analysis (Hayat and Nugroho 2018). Commodity production in Masalle District is compared to commodity production in Enrekang District, which has a broader scope.

$$\text{Nilai LQ} = \frac{Q_{\text{msl}}/TQ_{\text{msl}}}{Q_{\text{enrk}}/TQ_{\text{enrk}}}$$

Where Q_{msl} is the commodity production in Masalle District, Q_{enrk} is the commodity production in Enrekang District, TQ_{msl} is the total production of all commodities tested in Masalle District, and TQ_{enrk} is the total production of all commodities tested in Enrekang District. The criteria for the LQ value are as follows: (a) $LQ > 1$ indicates that the commodity is the basis, and that the commodity's specialization not only meets the needs of the region concerned, but also has a surplus that can be exported outside the region; (b) $LQ < 1$ means that the commodity is classified as non-basic, that its production cannot meet the needs of its own region, and that it requires supplies from outside the region; $LQ = 1$ means that the commodity is classified as non-basic, that its production can only meet the needs of its own region, and that it cannot export (Wibowo, Aiman, and Setyawan 2021). Klassen Typology analysis can be used to describe each commodity's growth pattern and structure. Furthermore, the results of this analysis can be classified as advanced and fast growing commodities, fast developing commodities, advanced but depressed commodities, and relatively lagging commodities based on the level of development.

Commodity Contribution	Commodity Growth	
	$g_i \geq g$	$g_i < g$
$s_i \geq s$	Commodities Advance and Grow Fast	Commodity Forward Depressed
$s_i < s$	Fast Developing Commodities	Relatively Lagging Commodities

Where g_i is the growth rate of commodities (i) in Masalle District, g is the growth rate of commodities (i) in Enrekang Regency, s_i is the contribution of commodities (i) to Masalle District's total production value, and s is the contribution of commodities (i) to Enrekang Regency's total production value.

2. Zone Analysis of Development Area

The scalogram method is an analytical technique for determining the function distribution of social and economic service facilities, as well as the hierarchy of development centers and development infrastructure. This method provides a regional ranking hierarchy or order based on the type and number of development infrastructure units from the most to the least, allowing the central development area to be determined (Muta'ali 2015). The analysis of service centers according to service coverage can be divided into four parts, namely: (a) hierarchy I (regional center), (b) hierarchy II (district center), (c) hierarchy III (sub district center) and (d) hierarchy IV (local center).



3. Analysis of Land Carrying Capacity

Muta'ali (2011) developed a formulation of the Regional Land Capability Index (IKLw) based on the assumption that land capability I-IV is for cultivation area development and land capability V-VIII is for protected area determination. The protection coefficient used is between 0.3 and 0.4, which allows an area to develop the potential of its cultivation area while still preserving its protected function, with the assumption that 30% of the area is used as a protected area and not cultivated. The following is the formulation:

$$IKLw = \frac{LWk_{1-4}}{0,3 \times LW}$$

Where IKLw is the area's land capability index, LWk₁₋₄ is the area with land capability I-IV, LW is the area, 0.3 is the coefficient of at least 30% of an area's protected function (for developing areas), and 0.4 or greater can be used for undeveloped areas. The land capability index value range for the area is 1) If IKLw > 1, it means that the region has the ability to develop its land potential more optimally, particularly for various types of cultivation areas, while maintaining environmental balance. 2) If IKLw = 1, the area has more protection functions, particularly protection against water systems and disturbances caused by flooding, erosion, sedimentation, and water scarcity.

4. Formulation of Regional Development Strategy Based on Superior Commodities, Masalle District, Enrekang Regency

Development strategy formulation using PHA (Process Hierarchy Analysis) and SWOT analysis tools, where PHA is a technique to aid comprehensive decision making due to its multi-attribute nature to handle complex problems with both qualitative and quantitative aspects. Furthermore, SWOT analysis is a strategic planning method used to evaluate a development activity's strengths, weaknesses, opportunities, and threats (Sihombing, Elbaar, and Sinaga 2020). SWOT analysis entails systematically identifying various factors in order to develop management strategies. SWOT analysis is based on logic that allows you to maximize your strengths and opportunities while minimizing your weaknesses and threats (Muta'ali 2015). This study employs a quantitative SWOT analysis model. The principle in interpreting the SWOT analysis results is how strengths can take advantage of existing opportunities, how to overcome weaknesses that prevent taking advantage of existing opportunities, and how strengths can face threats that become real or create a new threat. Rangkuti (2003) in (Muta'ali 2015) make four quadrants of SWOT results as follows:



Figure 1. Development Strategy Based on SWOT Quadrant



RESULTS AND DISCUSSION

Identify Featured Commodities

LQ and Klassen Typology calculations are used to identify superior commodities. The goal of LQ analysis is to identify the leading/base development sector in a given area. LQ (Location Quotient) values greater than one indicate that the commodity is relatively concentrated and has a comparative advantage. According to this theory, the main determinants of a region's economic growth are directly related to the level of demand for goods or services from outside the region. A Klassen typology analysis was performed to determine the description of the pattern and structure of potential commodity growth in the Masalle District. This analysis is based on a commodity grouping based on the growth and contribution of a specific commodity to the same commodity in the area above it (Muta'ali 2015). The results of the LQ analysis and the Klassen typology of Masalle District are presented in Tables 1 and 2.

Table 1. Analysis of Location Quotient (LQ) by Commodity Base in Masalle District

No.	Type of Plant	Location Quotient (LQ) Analysis					Average LQ
		2016	2017	2018	2019	2020	
Food Crops and Secondary Crops							
1	Cassava	8,77	11,63	19,11	8,08	5,33	10,58
2	Sweet Potato	14,35	28,17	39,66	16,91	9,38	21,69
3	Potato	0	8,62	16,87	10,72	6,33	8,51
4	Peanuts	1,49	0,8	2,42	5,86	4,26	2,97
5	Red Beans	0,81	1,45	3,64	2,42	1,28	1,92
Vegetable Plant							
1	Cabbage	0,83	1,8	2,07	2,47	2,17	1,87
2	Tomato	2,63	2,13	1,23	1,42	2,05	1,89
3	Spring Onion	0,6	2,37	2,68	3,12	2,15	2,19
4	Carrot	1,08	3,92	3,61	4,4	4,31	3,47
Fruit Plant							
1	Banana	2,71	2,46	6,5	3,31	2,41	3,48
Plant Plantations							
1	Coffe	1,32	1,94	1,2	1,17	1,16	1,36
Livestock Population							
1	Goat	1,6	1,33	1,84	1,82	1,9	1,7
Poultry Population							
1	Kampong Chicken	1,01	1,01	1,19	1	1	1,04

According to the results of the LQ analysis, the base commodity in Masalle District consists of 11 agricultural sector commodities and two types of livestock population. This commodity has a higher level of specialization than the same commodity at the Enrekang Regency level, indicating that the commodity is a comparative superior commodity in Masalle District and has the potential to be developed as an economic driver in Masalle District. Meanwhile, based on the pattern and structure of the growth and contribution of the base commodity in Masalle District to the same commodity in Enrekang Regency, the basic commodities are grouped as follows in the typology analysis.



Table 2. Shows the potential classification of agricultural and livestock commodities in the Masalle District based on Klassen Tip Typology

Commodity Contribution	Commodity Growth	
	$gi \geq g$	$gi < g$
$si \geq s$	Advanced and Fast-Growing Commodities (Quadrant I) Peanuts Red Beans Carrot Goat	Commodity Forward Depressed (Quadrant III) Cassava Sweet Potato Potato Cabbage Tomato Beans Banana Coffee Kampong Chicken
$si < s$	Fast Developing Commodities (Quadrant II) Rice Paddy Corn Spring onion Cauliflower Chayote Mango Cocoa Hazelnut Dairy cows Beef cattle Buffalo Duck	Relatively Lagging Commodity (Quadrant IV) Shallot Chilli Petsai Jackfruit Pawpaw Clove Pepper

According to the Klassen typology analysis, only four of the 13 basic commodities in Masalle District fall into the category of advanced and fast-growing commodities, with an average growth rate and production contribution that is higher than the same commodity in Enrekang Regency. Red beans, peanuts, carrots, and goats are among them. Meanwhile, there is only one basic commodity in the rapidly developing commodity category, namely onion and non-base commodities. Lowland rice, corn, cauliflower, chayote, mango, cocoa, candlenut, dairy cattle, beef cattle, and buffalo are among the rapidly developing commodities. and ducks, where the commodity in this category has a higher growth rate than the same commodity in Enrekang Regency but a lower production contribution than the same commodity in Enrekang Regency. Except for beans, all advanced but depressed commodities, such as cassava, sweet potatoes, potatoes, cabbage, tomatoes, beans, bananas, coffee, and free-range chicken, are basic commodities. Commodities in this category contribute more on average but grow at a slower rate than commodities in Enrekang Regency. Shallots, chillies, Chinese cabbage, jackfruit, papaya, cloves, and pepper are among the commodities with a lower average growth rate and contribution than the same commodity in Enrekang Regency. These commodities are classified as relatively underdeveloped.

Based on the findings of field observations and interviews, it is clear that agricultural commodities classified as advanced and fast growing have not received development priorities in the Masalle District, owing to a lack of processing innovation. commodity products, so that they are only directly marketed and a portion of them is for personal consumption As a result, in order to maintain this commodity's productivity, it is necessary to develop post-harvest innovation and technology for commodities in the advanced and fast-growing categories. Similarly, commodities in the category of fast developing and advanced but depressed



commodities will benefit from the diversity of agricultural commodities in Masalle District, as they have the potential to become superior and competitive commodities.

Meanwhile, priority must be given to increasing productivity and quality for commodities classified as relatively underdeveloped. Based on the findings of field observations and interviews, it was discovered that several commodities in the relatively lagging category, namely shallots and chilies, were initially superior commodities in Masalle District, with high production and contribution, but suffered setbacks due to a lack of innovation and continuous supply, as well as competition with other commodities. Other areas are also important because agricultural commodities are in high demand. Meanwhile, other issues are being addressed, such as the threat to coffee commodity productivity in Masalle District, which is experiencing changes in farmer preferences, and the widespread conversion of coffee plantation land into horticultural land because it is considered more profitable and has a shorter harvest period. As a result, it is necessary to develop innovation, production technology, and post-harvest processing in Masalle District to ensure the sustainability of basic commodities and increase productivity and quality for non-base commodities so that these commodities can increase Masalle District's economic contribution.

Analysis of Determination of Regional Development Centers Based on Superior Commodities in Masalle District (Scalogram Analysis)

Based on the identification and analysis of the base commodity in Masalle District, it is known that the agricultural sector dominates the potential commodity in Masalle District. To support the development of the superior commodity-based areas owned, an analysis using the scalogram method is performed to determine the composition of the superior commodity-based regional service centers. This method ranks regions from most to least in terms of the type and number of development facilities/facilities. These facilities indicate regional differentiation and centrality, so the more and more diverse types of facilities that are owned, the greater the likelihood of centralization becoming a growth center. The analysis of the scalogram and the Centrality Index of the Masalle District yielded the following results.

Table 3. Zone of Masalle District

Village	Σ Pnddk	Total	Hierarchy	Description
Buntu Sarong	2597	737	I	Major Growth Centers
Masalle	2930	367	II	Supporting Growth Center
Batu Kede	2720	287	III	Supporting Growth Sub Center
Tongkonan Basse	2025	237	III	Supporting Growth Sub Center
Rampunan	2348	137	IV	Back Area (<i>Hinterland</i>)
Mundan	1992	137	IV	Back Area (<i>Hinterland</i>)

Buntu Sarong Village is in Hierarchy I. Buntu Sarong Village, as a growth center, is the focal point for the development of superior commodities in Masalle District by continuously increasing agricultural production and supporting infrastructure. At the sub-district, district, and provincial levels, it is also a trade center, a provider of agricultural support services, and a marketing center. Masalle Village is the second hierarchy. Masalle Village serves as a link between the surrounding area and the center, and this is aided by the presence of a terminal capable of generating linkages between regions both internally and externally, as well as serving as a landing place for agricultural cultivation. This is also consistent with the findings of Muta'ali's (2015) examination of ESCAP service centers (1980), which states that the second hierarchy of an area is the largest



rural center and serves as a connection to the surrounding region. Hierarchy II is classified as a supporting growth center because the area owned has the potential to be developed into a new growth center in order to equalize regional development.

Supporting development sub-centers (hierarchy III) are located in the villages of Batu Kede and Tongkonan Basse. Villages in this hierarchy link the hinterland area to the structure above it (being the hinterland of the two hierarchies above). Batu Kede and Tongkonan Basse villages are also agricultural production hubs as well as service centers for agricultural organizations such as farmer groups and farmer cooperatives as capital for enhancing the quality of their human resources. In addition to other agricultural support development planning, such as the development of warehouses to support production quality and maintain continuity and price stability. The settlements of Rampunan and Mundan are providers of agricultural cultivation goods in the hinterland/fourth hierarchy, however the District of Masalle is an agricultural producer in general. The hinterland is a regional level product marketing area as well.

Land Carrying Capacity Based on Land Capability

After learning about the basic commodity in Masalle District, another factor that contributes to the growth of the base commodity-based area is land management. It is vital to pay attention to land appropriateness and land appraisal in order to generate superior commodities. Land evaluation is a component of land use planning. The purpose of land evaluation is to evaluate the requirements imposed by the type of land use to be utilized with the nature or quality of the land held by the land to be used (Cipta, Sitorus, and Lubis 2018). Because land has a finite carrying capacity, its usage must be managed so that it does not degrade and result in lower land production.

Muta'ali (2011) developed the Regional Land Capacity Index (IKLw) based on the idea that land capability I-IV is for cultivated area development and land capability V-VIII is for protected area designation. The protection coefficient employed is between 0.3 and 0.4, which allows an area to grow the potential of its agricultural area while still preserving its protected function, where it is expected that 30% of the land is used as a protected area and not farmed. The carrying capacity of land in Masalle District is as follows depending on land capabilities.

Table 4. Land Carrying Capacity Based on Land Capability in Masalle District

Land Ability Class	Large (Ha)
IV	3462,02
V	4093,69
Masalle District	7555,71
Land capability index	1,53

Masalle District has a land capacity rating of 1.53 or > 1 , indicating that it is capable of using its land potential more optimally while maintaining environmental balance. However, because the land in Masalle District has class IV capacity, with steep slopes being the major impediment, it is required to create terraces or alternate with cover crops or in the form of animal feed or green manure for 3 to 5 years to avoid erosion. While capability class V terrain needs careful processing, it can be planted with livestock grass or wooded.



Regional Development Strategy Based on Superior Commodities in Masalle District

The regional development strategy based on superior commodities in Masalle District is described as follows.

<p>Internal</p>	<p>Strength</p> <ol style="list-style-type: none"> 1. The potential of agricultural land is quite wide 2. Public and agricultural facilities and infrastructure 3. Farmers' groups have started to form 4. There are various basic commodities 5. Labor absorption 6. Has a large enough carrying capacity of agricultural land 7. Supportive socioculture 	<p>Weakness</p> <ol style="list-style-type: none"> 1. Agricultural support facilities are not sufficient 2. Agricultural productivity begins to decline every year 3. Low access of farmers to post-harvest technology 4. Low human resources 5. Low access of farmers to capital 6. The topography of the area is wavy 7. The level of processing of agricultural products is still traditional
<p>Eksternal</p> <p>Opportunity</p> <ol style="list-style-type: none"> 1. Agricultural product processing innovation 2. Cooperation between regions and the private sector 3. High demand for agricultural products 4. There is government support in the processing of coffee and shallot products 5. Start developing digital-based marketing 6. Diversification of agricultural commodities 7. Agro-tourism development 	<p>S-O</p> <ol style="list-style-type: none"> 1. Increasing the quality and quantity of agricultural potential through intensification, extension, and diversification to meet market needs 2. Quality improvement through product certification and cropping pattern system 3. Increasing the role of farmer groups as farm production units 4. Political will is clear and directed to attract investors through partnerships 	<p>W-O</p> <ol style="list-style-type: none"> 1. Increasing knowledge and skills of human resources (farmers) using various inputs for farming and post-harvest activities through training and coaching 2. Development of appropriate technology 3. Optimizing the functions and roles of economic institutions that can support farming activities 4. Improvement of agricultural support facilities such as development of nursery and demonstration plot areas, procurement of collection posts, sorting and packaging
<p>Threat</p> <ol style="list-style-type: none"> 1. Conversion of agricultural land into built-up land 2. The issue of degradation in balancing land capacity 3. The phenomenon of unpredictable seasons 4. Limited supply of continuous processed products 5. Natural disasters due to being in a fault zone 6. Competition of similar products with other regions 7. Uncertain market price fluctuations 	<p>S-T</p> <ol style="list-style-type: none"> 1. Limitation of permits for conversion of productive agricultural land 2. Increasing the role and function of farmer groups in developing farming until post-harvest 3. Application of appropriate and environmentally friendly technology and cropping pattern systems in developing superior commodities 4. Application of the selling price information system 	<p>W-T</p> <ol style="list-style-type: none"> 1. Application of cropping pattern systems and appropriate technology 2. Increasing awareness, knowledge and skills of farmers regarding sustainable farming and agribusiness



Based on the assessment of each internal and external factor in the regional development strategy based on superior commodities in Masalle District, a strategic priority is obtained, namely a combination of Strengths and Opportunities (S-O) strategy, which is a strategy that uses all strengths to seize and take advantage of opportunities to the greatest extent possible. Among the strategies are:

1. Encouragement of increasing the quality and quantity of agricultural potential in land management and farming through intensification, extensification, and diversification of superior commodities to meet market needs, as well as the gradual adoption of product certification programs and the implementation of environmentally friendly cropping and agricultural systems to maintain the carrying capacity of the land.
2. Increasing farmer groups' position as actors in agricultural production. Increasing the role of farmer groups as actors in farming production by coaching and training farmers to improve their knowledge and skills in using appropriate technology to increase the productivity of superior commodities and the efficiency of farming businesses, as well as to develop agribusiness entrepreneurial skills.

To attract investors through partnerships, the local government must demonstrate a clear and determined political intent. Creating a favorable investment climate to attract investors through partnerships and cooperation with the private sector and other parties, improving inter-sectoral coordination through clear and targeted policies, providing information and promotion facilities, and participating in agribusiness exhibitions to attract investors to invest.

CONCLUSIONS

In Masalle District, the main commodities are peanuts, red beans, carrots, and goats as leading commodities that are developed and growing quickly, green onions as a fast growing leading commodity, and cassava, sweet potatoes, potatoes, cabbage, tomatoes, bananas, coffee, and free-range chicken as a depressed advanced commodity. There are four distinct zones. The land has a carrying capacity of 1.53, indicating that it has optimal development potential while maintaining environmental balance. In addition, the S-O strategy is one of eleven regional development strategies that may be used in conjunction with strategic goals.

REFERENCES

- Adiprasetyo, Teguh, and Indra Cahyadinata. 2020. "Strategi Pengembangan Ekonomi Wilayah Berbasis Komoditas Unggulan: Studi Kasus Kabupaten Kepahiang, Provinsi Bengkulu, Indonesia." *Prosing Seminar Nasional Agribisnis 2020* (November):38-45.
- Anon. 2011. *Peraturan Daerah Kabupaten Enrekang No 14 Tahun 2011 Tentang Rencana Tata Ruang Wilayah Kabupaten Enrekang Tahun 2011 - 2031*.
- Badan Pusat Statistik (BPS) Kabupaten Enrekang. 2020. "Kecamatan Masalle Dalam Angka 2020."
- Beni, S., B. Manggu, and STIMS Bhuana. 2018. "Model Dan Strategi Pengembangan Berbasis Komoditi Unggulan Masyarakat Entikong Kalimantan Barat Perbatasan Indonesia-Malaysia." *JURKAMI: Jurnal Pendidikan Ekonomi* 6(1):74-84. doi: 10.31932/jpe.v6i1.1064 This.
- Cipta, Shinta Widyaning, Santun R. P. Sitorus, and Djuara P. Lubis. 2018. "Pengembangan Komoditas Unggulan Di Wilayah Pengembangan Tumpang, Kabupaten Malang." *Jurnal Kawistara* 7(2):121. doi: 10.22146/kawistara.12495.
- D, Fatmawaty, Ikawati, and Erwin Amri. 2018. "Strategi Pengembangan Kawasan Minapolitan Di Kecamatan Pamboang Kabupaten Majene Dalam Konsep Pengembangan Wilayah." *Jurnal Plano Madani* 7(April):37-



45. doi: 10.24252/planomadani.v7i1a4.
- Hayat, Nurrisalah, and Taufik Rizal Dwi Adi Nugroho. 2018. "Pengembangan Agroindustri Wilayah Pesisir Berbasis Komoditas Unggulan Ikan Hasil Tangkapan." *Agriekonomika: Jurnal Sosial Ekonomi Dan Kebijakan Pertanian* 7(1):1-9. doi: 10.21107/agriekonomika.v7i1.3590.
- Helmi, Mohammad, I. Putu Sriartha, and I. Made Sarmita. 2021. "Strategi Pengembangan Komoditas Unggulan Subsektor Tanaman Perkebunan Di Kabupaten Buleleng." *Jurnal Pendidikan Geografi Undiksha* 9(1):26-35. doi: 10.23887/jjpg.v9i1.29959.
- Laili, Eli Fatul, and Herman Cahyo Diartho. 2018. "Pengembangan Kawasan Pertanian Berbasis Tanaman Pangan Di Kecamatan Wuluhan, Kabupaten Jember." *Journal of Regional and Rural Development Planning* 2(3):209. doi: 10.29244/jp2wd.2018.2.3.209-217.
- Mustofa, Nova Rodhiyana, Abdul Kohar Mudzakir, and Faik Kurohman. 2018. "Pengembangan Berbasis Komoditas Unggulan Perikanan Tangkap Di Kabupaten Pekalongan." *Journal of Fisheries Resources Utilization Management and Technology* 7(2):68-77.
- Muta'ali, Lutfi. 2015. *Teknik Analisis Regional Untuk Perencanaan Wilayah, Tata Ruang Dan Lingkungan*. Yogyakarta: Badan Penerbit Fakultas Geografi (BPFGe) Universitas Gadjad Mada.
- Prabowo, Tripitono Adi. 2015. "Analisis Strategi Pengembangan Kawasan Agropolitan Kabupaten Nganjuk." *Media Trend* 10(2):183-95.
- Prasetyaningsih, Eka Dyah Wahyu, and Widjonarko. 2015. "Strategi Pengembangan Ekonomi Lokal Berbasis Komoditas Salak Di Kecamatan Madukara Kabupaten Banjarnegara." *Jurnal Teknik PWK (Perencanaan Wilayah Kota)* 4(4):514-29.
- Qisthina, Ryolla Zata, Firsta Rekayasa H, and Gusti Zulkifli Mulki. 2018. "Strategi Pengembangan Komoditas Unggulan Subsektor Peternakan Di Kota Singkawang." *JeLAST: Jurnal PWK, Laut, Sipil, Tambang* 5(2):1-14. doi: 10.26418/jelast.v5i2.27722.
- Rohma, Anisa, and Farida Rahmawati. 2020. "Pengembangan Kawasan Agropolitan Berbasis Komoditas Unggulan Tanaman Hortikultura Di Kecamatan Poncokusumo Kabupaten Malang." *Jurnal Kajian Ekonomi Dan Kebijakan Publik* 5(2):387-246.
- Rusdiyana, Eksa. 2015. "Analisis Strategi Pengembangan Usaha Komoditas Unggulan Pertanian Di Kabupaten Rokan Hulu." *Jurnal Sungkai* 3(2):49-64. doi: 10.30606/js.v3i2.470.
- Sihombing, Andreas Jongguran, Evi Feronika Elbaar, and Soaloon Sinaga. 2020. "Strategi Pengembangan Komoditas Unggulan Di Kelurahan Banturung Kecamatan Bukit Batu Kota Palangka Raya." *Journal of Environment and Management* 1(3):212-20. doi: 10.37304/jem.v1i3.2567.
- Siska, Dewi, Setia Hadi, Muhammad Firdaus, and Said Said. 2015. "Strategi Pengembangan Ekonomi Wilayah Berbasis Agroindustri Di Kawasan Andalan Kandangan Kalimantan Selatan." *Jurnal Bina Praja*



07(02):99–110. doi: 10.21787/jbp.07.2015.99-110.

Sultani, Andi Muliani. 2016. "Pengembangan Wilayah Berbasis Pendekatan Sosial Ekonomi Di Kabupaten Barru Provinsi Sulawesi Selatan." *Plano Madani: Jurnal Perencanaan Wilayah Dan Kota* 5(1):8–17.

Wibowo, Bambang Argo, Andi Muhammad aflah Aiman, and Hendrik Anggi Setyawan. 2021. "Strategi Pengembangan Komoditas Unggulan Perikanan Tangkap Di Kabupaten Pematang." *Journal of Marine Research* 10(4):481–92. doi: 10.14710/jmr.v10i4.31570.

Wijaya, Oki. 2017. "Strategi Pengembangan Komoditas Pangan Unggulan Dalam Menunjang Ketahanan Pangan Wilayah (Studi Kasus Di Kabupaten Batang, Propinsi Jawa Tengah)." *AGRARIS: Journal of Agribusiness and Rural Development Research* 3(1). doi: 10.18196/agr.3144.