
Optimizing Village Potential through SMEs Mapping for SDGs Achievement

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Abstract:

Yosowilangun Village in Gresik Regency, an independent village signifying its residents' prosperity, faces challenges in optimizing its potential and addressing weaknesses. Without a systematic approach, there is a risk of a decline in its development index, jeopardizing its status. Leveraging the Sustainable Development Goals (SDGs) framework, which emphasizes humanity, environment, prosperity, peace, and partnerships, Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya collaborated with village officials to implement a pilot project. This initiative mapped village potential, identifying underutilized land as a resource for economic empowerment through craft and culinary exhibitions for Small and Medium Enterprises (SMEs). The project also highlighted significant financial allocations by officials for community programs, though their understanding of the SDGs framework remains limited. Collaborative discussions revealed strong willingness for partnership, providing a foundation for sustainable development. Moving forward, further analysis and mentoring sessions are planned to enhance land utilization strategies aligned with SDGs principles. These steps aim to foster relevant policy recommendations, strengthen collaborations, and ensure the success of initiatives while maintaining Yosowilangun's development index and commitment to sustainable growth.

Keywords: Sustainable Development Goals (SDGs), Economic Empowerment, Small and Medium Enterprises (SMEs), Land Utilization

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Introduction

Sustainable Development Goals (SDGs) was proposed by the United Nations which consist of 17 indicators to be adopted worldwide which means they affect the developed and developing countries and involves both commitment and collaboration of company, institutions, and citizens for their realization (Horne et al., 2020). The purpose of this indicator is to maintain the three dimensions of sustainable development stability such as environment, society, and economics. SDGs also have 5 main foundations such as human, planet, well-being, peace, and partnership to maintain the stability of the SDGs development dimensions (Irhamisyah, 2019; Ishartono & Raharjo, 2016). The SDSs propose a shared vision of what sustainable development such as what goals needs to be achieved and what

metrics or indicators should be utilized (Reyes-Menendez et al., 2023). This metrics can classify a village which represents how well the prosperous of their people.

Yosowilangun villages is in Gresik Regency which located 33 kilometers from Surabaya are already in an independent status which is an indication that their people are already prosperous. However, the village officials still difficult to find their potential such as their strengths and weaknesses. There are no proper preparations for how to fulfill the indicator which can raise concerns about the decrement of the index score of the village in the development aspect which can impact on their status downgrade.

This community development activity aims to give a solution for the problem in the Yosowilangun villages through program initiation to retrieve a recommendation program obtained from the potential mapping analysis activity. This program is also believed can achieve the indicator of SDGs in Yosowilangun. If the SDGs results are satisfactory, it can be concluded that the people of Yosowilangun village are prosperous and can become a model village for other villages. Besides that, this pilot project can be applied to other partner villages.

A synergy of teamwork between the village people, higher education institutions, and practitioner is needed to support the success of SDGs (Pahlawan, et al., 2024; Respatia, et al., 2024). The village people need an academicians to improve their knowledge and expertise which in line with the academicians also needs a partner to implement their expertise in purpose to support the integration between the value of teaching and research so it can have a direct impact on the people (Jalaali, 2021). Meanwhile, the village people and academicians also need practitioners to develop programs in professional. On the other hand, practitioners need business objects for the knowledge provided by them. This is a synergy that occurs and is needed to make the SDGs program success (Mas et al., 2021; Trimulato et al., 2021).

Research Methodology

Approach and Design

Figure 2 is the program workflow in social mapping based on the indicator of SDGs which based on previous research (Sari et al., 2022; Yulianto et al., 2022). The flow and stages of community service consist of 3 process such as situation analysis through survey activity, object intervention by held a focus group discussion activity with the village officer, and evaluation program.

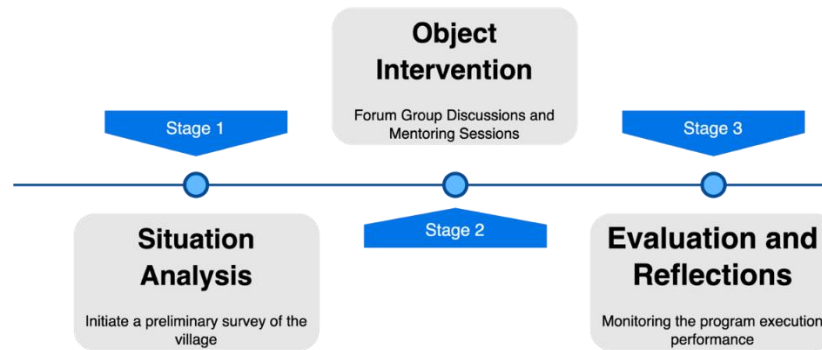


Figure 2. Community Development Program Workflow

Results and Discussion

This community development activity was initiated by situation analysis through survey activity. The activity was attended by three lecturers and two students as the academic representatives while the village officials were represented by the head and secretary of the villages. This meeting results in arrange a schedule for forum group discussion activity with a larger team to discuss village potential mapping comprehensively. In this activity, the head of the village acts as the main interviewee which is also attended by other village officials. The main activity of this activity is a discussion regarding existing conditions in the village. There are several points that obtained from the discussion with the village officials.

From an environmental perspective, Yosowilangun village is quite strategic because it is adjacent to Manyar village and the Gresik Kota Baru (GKB) which results in a little bit of intense arts performance events held in this village. The majority of the Yosowilangun village area is filled with residential areas and there is still some empty land that can be used for other utilization. However, it is needed to further analysis from different perspectives can have an impact on land utilization such as environmental, social, economic, and policy.

From an education perspective, this village has 4 elementary schools and 2 junior high schools which all are privately owned. From the economic sector, the majority of the Small, and Medium Enterprises (SMEs) operate in the food and beverage sector, such as coffee shops. This village is traversed by public roads so almost every food business is busy with the visitors that pass through their region. According to the village officials, there are already 439 SMEs registered at the Yosowilangun village office. However, there are only 42 SMEs members who are active on social media for market activities. The definition of an active member is a member who quite often participates in a market held by the government. Apart from that, this village also has a water source that can be used by both local residents and outside the village. Therefore, it is not surprising that the main village road is often passed by water tanker trucks and what is noteworthy is that the water sources in the village have significantly decreased from 20 to 4 water sources. The village officials have also conducted a budget mapping. Based on their statement, it is only 0.1% of the total allocation allocated

for infrastructure development. The rest allocation is used for community empowerment, such as providing business capital.

The main topic in forum group discussion is the existing condition of SMEs and vacant land in Yosowilangun. However, we still did not get the information in more detail because the understanding of the village officials is still not in line with the SDGs concept, so it is necessary to collect further data on various factors in the village based on the SDGs concept. An analysis needs to be focused on several factors that are believed to have an impact on land utilization in Yosowilangun village. Factors that need to be analyzed as considerations for the land utilization for the Yosowilangun SMEs improvement such as:

a. Geographic Location

The geographic location of Yosowilangun is very important in determining its potential use. Geographic location factors need to be studied further because they will influence the type of use that is most suitable for the land, such as accessibility, topography, climate, and the type of soil

b. Government Policy

Government policy analysis needs to be carried out because it can be a guidance on land utilization based on the development plan for the Yosowilangun village area. There are some government policy that can affect the way land is used such as land zonation, spatial regulations, and development regulations

c. The Purpose of Utilization

The purpose of land utilization can be variative such as residential, commercial, industrial, agricultural, conservation, or recreational. This goal will affect how the land in the Yosowilangun area is used

d. Resources Availability

The availability of water, electrical, and infrastructure will affect how to utilize the resources that are suited in Yosowilangun

e. Economic Conditions

The economic conditions of Gresik Regency also have an impact on developer decisions on how they invest and utilize the land in Yosowilangun. The growth of economic conditions will be in line with the growth possibility of land utilization for commercial or residential

f. The Market Demands

The growth of property demand such as residential, office, and shopping centers can encourage land utilization in Yosowilangun villages

g. Environmental Aspect

Environmental conditions such as the availability of the agriculture sector, the level of vulnerability from natural disasters, and the potential environmental impacts must also be considered in choosing the appropriate way of utilization in Yosowilangun Village

h. Social and Cultural Characteristics

Social and cultural factors such as the needs of the local community, cultural values, and social impact can affect the kind of implementation that can be accepted by the community, especially in Yosowilangun villages

i. Risk and Benefits

The risk and potential benefits assessment from multiple options of land utilization will influence the developer or land owner decision in choosing the best option for them

j. Urbanization Trends

The growth of populations and urbanization will encourage the need of new residential and infrastructure which will have an impact on the land utilization in Yosowilangun

k. Technology Innovations

Technology innovations can enhance the chance of land utilization such as renewable energy development or smart city concept

l. Economic and Financial Suitability

The economic feasibility of a project or the land utilization in Yosowilangun villages (i.e. development cost and the potential income) will play a role in the utilization decision

The main outcome of this program is a policy recommendation that can help village officials in improving their village. Recommendations were proposed from a process of the current condition mapping analysis. Yosowilangun villages have a competitive advantage in terms of SMEs in the food sector and land availability which can be utilized for multiple purposes. Land utilization is also in line with the SDGs goals that aim to overcome various social, economic, and environmental problems. For example, Yosowilangun Village is dominated by SMEs in the food sector, the recommendation is to empower people to improve the quality of food so that it has regional characteristics. Apart from that, there is a need for further analysis a factor that can have an impact on land utilization in Yosowilangun Village. It can support the existing SMEs in the food sector to develop their business which can provide recommendations for SMEs in other fields. Hopefully, the recommendations will also assist the village officials in formulating long-term sustainable policies that can fulfill the SDGs program. Figure 3 is several target objectives for land utilization, SMEs, and SDGs in Yosowilangun Village.

Figure 1. Objective Target for Land Utilization in Yosowilangun

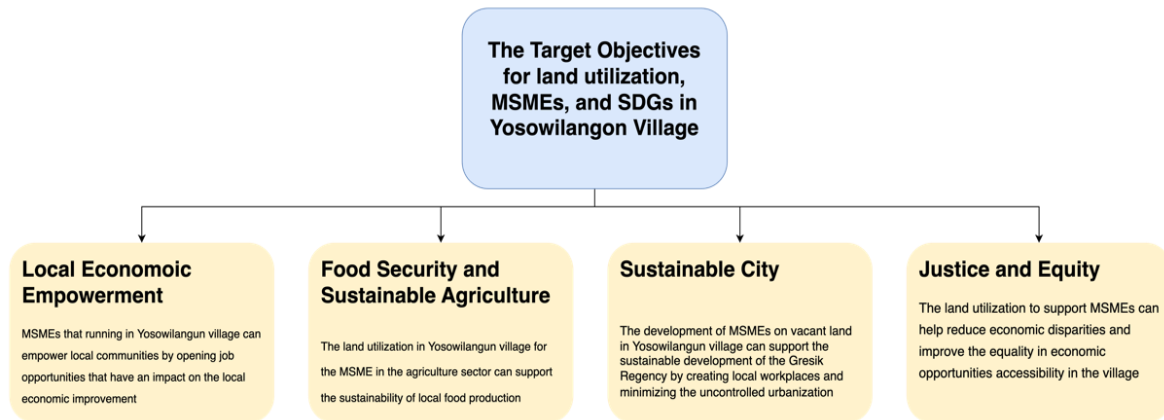


Figure 2. Objective Target for Land Utilization in Yosowilangun

In order to achieve the SDGs in Yosowilangon Village, it is important to consider how the utilization of vacant land can support inclusive and sustainable economic development through empowering SMEs, while still paying attention to the social, economic, and environmental impacts of activities carried out on the land. In addition, there is a need for sustainable land use by considering its impact on the SDGs goals, including social, economic, and environmental aspects, and ensuring that land use does not sacrifice long-term sustainability for short-term profits

Conclusion

Currently, the village officials allocate a big proportion of financial allocation to community empowerment. The village officials also open-minded and being cooperative while discussing their current condition which makes it easier to be analyzed. However, we still did not get the information in more detail because the understanding of the village officials is still not in line with the SDGs concept, so it is necessary to collect further data on various factors in the village based on the SDGs concept. An analysis needs to be focused on several factors that are believed to have an impact on land utilization in Yosowilangun village. Besides that, cooperative teamwork between our team and the village officials is needed to succeed in this program. Besides that, the next process can be more focused on mentoring sessions to discuss the relevant policy recommendations.

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