



Key Players in Business and Environmental Development at Rural Areas: A Schematic Stakeholder

Rayhan Arya Wicaksono; Evi Gravitiani; Suryanto

Sebelas Maret University, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v10i7.4715>

Abstract

Village development can be carried out using various sectors, including the business and environmental sectors. These two things are important in village development because the impact they give is quite helpful. The purpose of this research is that the authors want to involve business schemes with the best actors (stakeholders) in business and environment-based village development. The research location was carried out in the village of Puntukrejo, Karanganyar, Central Java. This study uses a qualitative approach with the MACTOR analysis method. The data obtained used an in-depth interview approach to several stakeholders who are able to support business and environmental development schemes in the village of Puntukrejo. The results obtained are all stakeholders who are able to participate in business and environmental development in the village of Puntukrejo. Business and environment-based village development can be well controlled if the "key players" from the results of the analysis are able to be put to good use.

Keywords: *Business Scheme; Resource Management; Environmental Development; Rural Development*

Introduction

Development planning must be considered in various aspects. Aspects in the development and construction of a place will bind all the resources they have. Managing natural resources is very important for the future. The quality of natural resources can be affected by an increase in the human population. An increase in the human population will affect the quality of natural resources (Noeraga et al., 2020). The development of natural resources can be done anywhere. Not only limited to urban coverage but rural areas can also be implemented.

Rural areas have unique and different characteristics from urban areas. The existence of these differences makes the village area capable of being developed into the realm of business development and the development of tourist destinations. Aimed at improving the economy in rural areas. Study Anita et al., (2022) explained that the presence of local events in several seasons in the village area resulted in a change in the behavior of the village community to become businessmen (traders). There has been a

significant economic increase from organizing cultural arts events, one of which is the emergence of new entrepreneurs.

Based on Mukti et al (2022) UN explanation (2019), half of the world's population migrates to urban areas quickly. Estimates show that between 2018 and 2050, the urban population will increase by 58%, from 4.2 to 6.6 billion, accounting for 68% of the world's population. The same research explanation, urbanization without growth creates serious problems, such as urban infrastructure being overwhelmed by increasing demands. Urban areas are home to 50% of the world's population, consuming 75% of the world's energy output. This phenomenon illustrates that village areas are still able to enter into development and attract the attention of urbanites in urban areas. Thus, the development of rural areas can run with the quality of urban human resources who have more knowledge and experience so it is very useful if used properly. As described in research by Lu et al (2023) post-COVID-19, many workers had to return to their villages, due to office layoffs to cut operational budgets. Another reason obtained from this research is the increasingly high cost of living in urban areas, so workers choose to return home and support themselves in the village. If the village government can take advantage of these urbanites for village development, village areas will become more skilled at exchanging knowledge gained in the city and be able to learn about the latest business sectors.

The focus on developing village areas is not just forming new businessmen from various business fields, but environmental management must also be proclaimed. This is done to maintain the beautiful rural ecosystem without having to change and destroy it. So that the combination of business development and environmental protection can be carried out together. As described in research by Oktoyoki et al (2023) the Indonesian state permits non-state non-state forest management to be given to local communities or indigenous peoples to improve people's welfare. This shows that the village community will always maintain the potential of its natural resources because by protecting them, it is expected to be able to increase the economic status of the community. In line with the results of the study by Nawari et al (2022), community participation can encourage local community participation at all stages of management, both in planning, implementation, and evaluation will increase the achievement of ecotourism sustainability.

Study Sriyadi & Yekti (2021) sometimes the development of rural areas experience obstacles such as inadequate human resource capacity, low level of allocation of funds for development, insufficient land for business development, and so on. Kusmulyono et al (2023) explained this happened because the knowledge and understanding of the benefits of program implementation in the community had not been carried out optimally. A third party is needed to assist village development together with the local village government. It is hoped that this support will be able to increase the development of village areas quickly and evenly.

This research focuses on how the business dimensions and environmental management can be implemented properly in the field, namely in the village of Puntukrejo. This village is recognized as having community potential which is very strong in cooperation and has quite good village potential in its natural resources, especially water resources. Puntukrejo Village has 14 hamlets with a total of 10 hamlets. Seeing this potential, the Puntukrejo village area can be used as a research object at this time.

Research Method

The research was conducted in the village of Puntukrejo, Karanganyar, Central Java. The research approach uses qualitative methods supported by the MACTOR analysis tool (Gravitiani et al., 2022; Ariyani et al., 2020). The MACTOR analysis tool is one of the research support tools to show how the interactions – connections between actors in a planning scheme (Mafruhah et al., 2020).

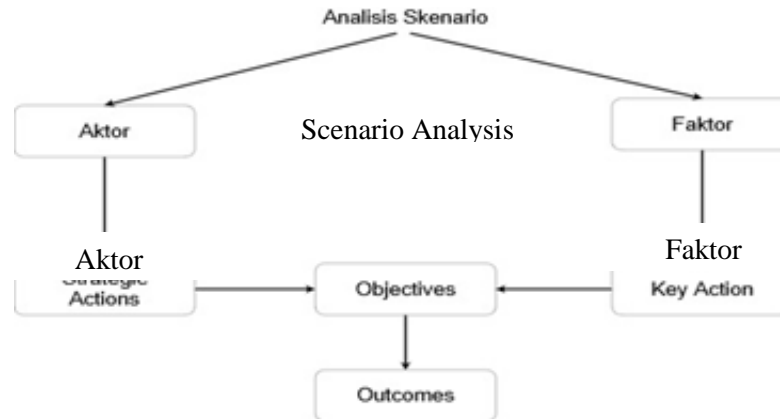


Figure 1 Interaction between actors
Source: (Fauzi, 2019)

MACTOR can see how each role is appropriate in a plan. There are several things in the relationship between actors and factors, including position, and variables that represent actor preferences for the desired Outcome. Saliency is a Priority that shows how important the realization of an outcome is to the achievement of the overall goals of the actor. Clout describes the power possessed by actors that directly affect the outcome of an issue with various sources owned. Influence is the power possessed by actors to influence the behavior of other actors.

Identification

This stage is carried out to find out which stakeholders can be involved in the development and development of the village of Puntukrejo, Karanganyar. The interests of each stakeholder are determined by previous literature and purposive sampling. The selection of policymakers is based on the feasibility of knowledge and experience in answering research object questions. Determination of stakeholders is carried out at the beginning, before carrying out in-depth interviews with the target stakeholders.

Stakeholder elements include business people, communities, government, and social institutions. Stakeholder identification shows that there are 8 (eight) stakeholders involved in developing the business sector and environmental management in Puntukrejo Village. Divided into 4 categories: local government, village business entities, communities, and institutions outside the village (table 1). Each has its role and interests. The role of each can be seen in Table 2.

Table 1 Identification Stakeholder

No.	Category	Stakeholder
1.	Local Government	Puntukrejo Village Government
2.	Enterprises Village	Puntukrejo Enterprises Village
3.	Community	Society Public Figure Travel Awareness Group Youth Organization MSME group
4.	Outside Agency	Private Investors

Table 2 Roles of Each Stakeholder in Business and Environmental Development at Puntukrejo

No.	Stakeholder	Influences	Interests	Actions	Resources
1.	Puntukrejo Village Government	<ul style="list-style-type: none"> • Planning and making rules • Guiding all the stakeholders to target the planning 	<ul style="list-style-type: none"> • Developing rencana desa wisata dan pengembangan bisnis 	<ul style="list-style-type: none"> • Ensuring all village implementation is carried out properly 	<ul style="list-style-type: none"> • Fund • Data and Information about business and environmental Puntukrejo
2.	Puntukrejo Enterprises Village	<ul style="list-style-type: none"> • Business fields for business people • Create village commodity sales strategies 	<ul style="list-style-type: none"> • Business development in the Puntukrejo village area 	<ul style="list-style-type: none"> • Maintaining a business atmosphere in the village of Puntukrejo 	<ul style="list-style-type: none"> • Fund
3.	Society	<ul style="list-style-type: none"> • Gather all human resources to be used as development staff 	<ul style="list-style-type: none"> • Contribute in manpower and science for village development 	<ul style="list-style-type: none"> • Following all directions announced by the village government to advance the village 	<ul style="list-style-type: none"> • Morale • Fund
4.	Public Figure	<ul style="list-style-type: none"> • Have a high support capacity in the community line 	<ul style="list-style-type: none"> • Maintain local culture so that it is maintained in the development 	<ul style="list-style-type: none"> • Remind the community that community support is very important for village progress 	<ul style="list-style-type: none"> • Public Trusted • Social Capital
5.	Travel Awareness Group	<ul style="list-style-type: none"> • Provide awareness of the importance of having a tourism village 	<ul style="list-style-type: none"> • Supervision the development of sustainable tourism villages 	<ul style="list-style-type: none"> • Organizing tourism awareness groups for tourism village operations 	<ul style="list-style-type: none"> • Knowledge Capital about Tourism
6.	Youth Organization	<ul style="list-style-type: none"> • Young people who are developing creatively 	<ul style="list-style-type: none"> • Adding support with the creative and innovative power of young people 	<ul style="list-style-type: none"> • Helps provide energy and creative thinking 	<ul style="list-style-type: none"> • Creativity • Innovation • Youth Energy
7.	MSME Group	<ul style="list-style-type: none"> • Groups of entrepreneurs with various commodities in the village 	<ul style="list-style-type: none"> • Unify trading groups to facilitate the sale of commodities 	<ul style="list-style-type: none"> • Grouping trading businesses in Puntukrejo village 	<ul style="list-style-type: none"> • Social Capital • Seller channel • Linking Commodity
8.	Private Investors	<ul style="list-style-type: none"> • Investment in business and environmental development in the village 	<ul style="list-style-type: none"> • Helping the development of environment-based business 	<ul style="list-style-type: none"> • Accommodating capital for business development and the environment of Puntukrejo village 	<ul style="list-style-type: none"> • Fund • Blueprint Planning Development • Advance Skill Development

Result and Discussion

Stakeholder Classification

In the results of actor mapping, Stakeholders will be described by quadrants. Each quadrant has meaning in explaining the status of the Stakeholder. Based on the research, each quadrant has its explanation; Quadrant 1 (Subjects) high importance but low influence; Quadrant 2 (Key Players) high importance and influence; Quadrant 3 (Context setters) low importance but high influence Quadrant 4: (Crowd) low interest and influence.

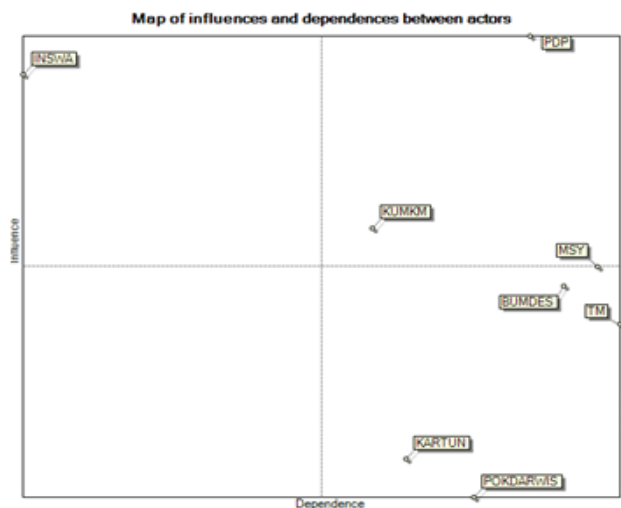


Figure 2 Interaction Map
Source: MACTOR 2023

The explanation of the picture above shows that each actor is in a different quadrant. Each has its meaning, in quadrant 1 "Subject" is filled by INSWA (Private Investor). This quadrant explains that stakeholders have a high level of interest but are less influential. As a third party in this scheme, the Private Investor is deemed appropriate enough to be in quadrant 1. Given the relatively high influence of this scheme. Quadrant 2 "Key Player" is filled by PDP (Puntukrejo Village Government), and KUMKM (SMEs Group). This quadrant explains that policymakers have a high level of influence and interest in business and environmental management in Puntukrejo village. Quadrant 3 "Context Setter" is filled by BUMDES (Village Owned Enterprises), MSY (Community), TM (Community Figures), KARTUN (Karang Taruna), POKDARWIS (Tourism Awareness Group). Quadrant 3 explains that policymakers have a high status of influence but low in their interests. In quadrant 4 "Crowd" no one enters this quadrant. Indicates that all stakeholders want to participate in business and environment-based development in the village of Puntukrejo

Relations between Stakeholders

Relations between Stakeholders in business and environmental development can be categorized into 3 groups: Communication, Coordination, and Cooperative (Susilowati et al., 2020). These three groups are very important and bound in explaining how participation among Stakeholders, Policies between them, or the right contribution for each Stakeholder actor to achieve goals.

Communication between Stakeholders

The communication formed in Figure 3.2 is communication between Stakeholders in building management of the business and environmental scope. The most powerful stakeholder in this scheme is

contacted by the red line; KUKM (SMEs Group) with BUMDES (Village-Owned Enterprises), MSY (Society), TM (Community Figures), PDP (Puntukrejo Village Government), POKDARWIS (Tourism Awareness Group). In this scheme, the village government will work closely with various actors to realize business and environmental areas. Seeing from the attachment between the UMKM group and BUMDES, it is easy to form a business atmosphere in Puntukrejo village.

In line with that, the community also has strong communication relations across all lines of actors. KARTUN (Karang Taruna) seemed to lack communication because assistance from Karang Taruna was only given when it was needed. In terms of planning, they lack communication but participate in village development.

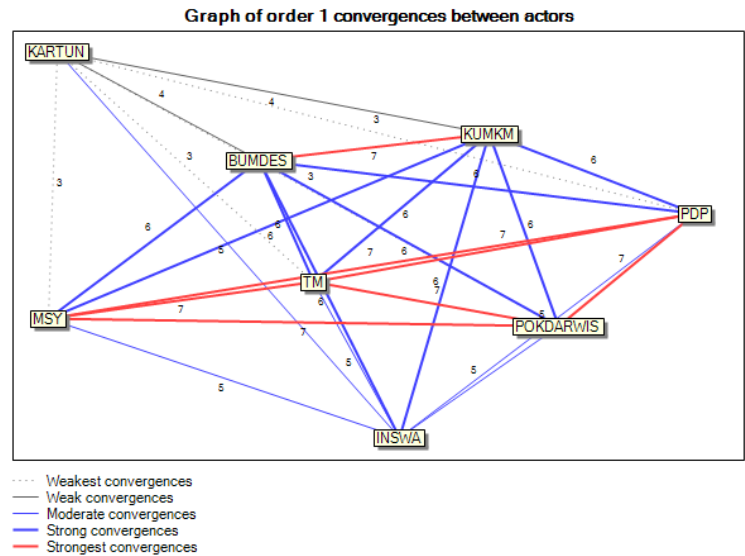


Figure 3 Interactor Communication Convergence
Source: MACTOR, 2023

Stakeholder Coordination

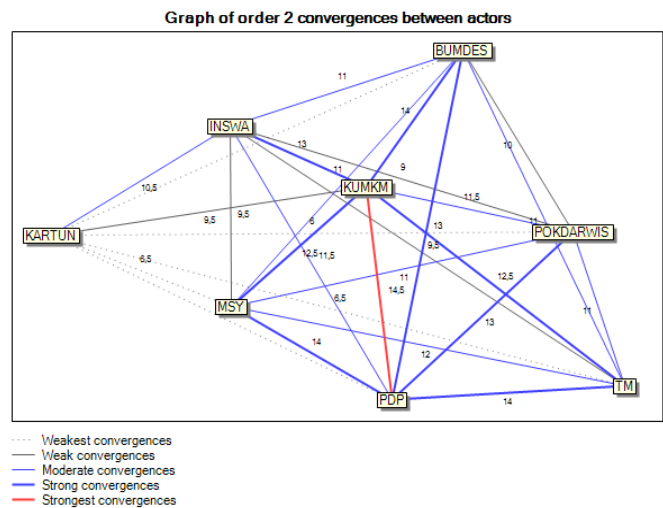
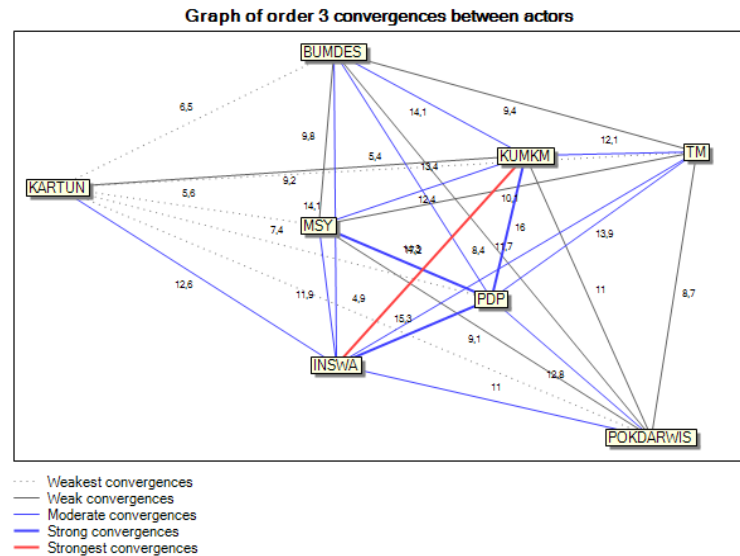


Figure 4 Coordination Convergence Between Actors
Source: MACTOR, 2023

In the actor mapping above, all roles coordinate well with each other. Actors can be seen connected by a red line indicating the most powerful Stakeholder; The Puntukrejo Village Government (PDP) and the MSME Group (KUMKM) play an important role in coordinating business and environment-based village management.

Furthermore, other stakeholders also support the coordination of community water management. As previously estimated, key players also support business and environment-based village management. The coordination of all parties looks good and runs in synergy.

Stakeholder Cooperation



The last mapping shows cooperative between actors. The mapping shows that KUMKM (SME Group) and INSWA (Private Investor) are important actors in inter-actor cooperation. With the support of other stakeholders, it appears that the scheme described is quite interesting and organized. Directions from the village government and collaboration between third parties and the community are a blend of harmony in the Puntukrejo village development scheme based on business and the environment.

Conclusion

Village development is currently starting to vary, by integrating the latest issues for village progress. Not wanting to be outdone by urban competitiveness, villages promise something that urban areas do not have, namely the environment. The combination of the business and environmental domains will be very appropriate if the local government (village government) can take advantage of this. Village community cohesiveness is still the main capital in the business and environment-based village development.

After surveying the respondents directly and processing them using the MACTOR Analysis tool, the results obtained are that the actors who play a role in water management give various responses and can provide an overview of PAMSIMAS Puntukrejo. To promote a better PAMSIMAS program, the PDP (Puntukrejo Village Government) and KUMKM (UMKM Group) actors approach. It is very appropriate

if the two stakeholders work together to advance business in the Puntukrejo village area. Bearing this in mind, Puntukrejo has several commodity crops that are quite good in their management.

In the line of communication, KUKM (SMEs Group) with BUMDES (Village Owned Enterprises), MSY (Society), TM (Community Figures), PDP (Puntukrejo Village Government), POKDARWIS (Tourism Awareness Group) are good stakeholders. In some small areas such as villages/hamlets, community leaders can indeed control the community compared to the local government. The community trusts more when the briefing is carried out by community leaders. The business and environment-based village development scheme is considered capable of being implemented because almost all stakeholders participate in the development and synergize well. So, it must be done with great care and full of strategies to develop it.

Reference

- Anita, N. Y., Purboyo Priambodo, M., & Sidi, F. (2022). Cultural Events: Local Sustainable Tourism Development and Entrepreneurship. *E3S Web of Conferences*, 361. <https://doi.org/10.1051/e3sconf/202236103017>.
- Ariyani, N., Fauzi, A., Umar, F., Gambar, S., Waduk, K., & Ombo, K. (2020). *Model hubungan aktor pemangku kepentingan dalam pengembangan potensi pariwisata Kedung Ombo adalah kawasan Waduk Kedung Ombo di Jawa Tengah*. *Waduk terbesar se-Asia*, 23(2), 357–378.
- Fauzi, A. (2019). *Teknik Analisis Keberlanjutan*. Gramedia.
- Gravitiani, E., Alicia, I., Cindy, R., & Cahyadin, M. (2022). *The Role of Stakeholders in Sustainable Tourism using Mactor Analysis : Evidence from Kragilan s Top Selfie , Magelang , Indonesia*. 17(2), 102–109.
- Kusmulyono, M. S., Dhewanto, W., & Famiola, M. (2023). Energizing Higher Education Sustainability through Rural-Community Development Activation. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032222>.
- Lu, Y., Zhou, Y., & Liu, P. (2023). Improving the entrepreneurial ability of rural migrant workers returning home in China: Study based on 5,675 questionnaires. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-01663-5>.
- Mafruhah, I., Supriyono, S., Mulyani, N. S., & Istiqomah, N. (2020). Causality between tourism industry development and the ecological sustainability in marine environment: A convergence and divergence among stakeholder with mactor analysis. *International Journal of Energy Economics and Policy*, 10(4), 85–92. <https://doi.org/10.32479/ijee.7989>.
- Mukti, I. Y., Henseler, J., Aldea, A., Govindaraju, R., & Iacob, M. E. (2022). Rural smartness: Its determinants and impacts on rural economic welfare. *Electronic Markets*, 32(4), 1943–1970. <https://doi.org/10.1007/s12525-022-00526-2>.
- Nawari, Thamrin, Nofrizal, Syahza, A., Muhammad, J., & Islami, N. (2022). Community based ecotourism management to strengthen environmental ethics and supports sustainable development in Pelalawan district, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 1041(1). <https://doi.org/10.1088/1755-1315/1041/1/012036>.
- Noeraga, M. A. A., Yudana, G., & Rahayu, P. (2020). Pengaruh Pertumbuhan Penduduk dan Penggunaan Lahan terhadap Kualitas Air. *Desa-Kota*, 2(1), 70. <https://doi.org/10.20961/desa-kota.v2i1.17058.70-85>.

- Oktoyoki, H., Windari, E. H., Pratama, B., & Ansiska, P. (2023). Post-permit social forestry: An analysis of the economic impact of the forestry revolving fund facility to the community of forest farmers. *E3S Web of Conferences*, 373, 05007. <https://doi.org/10.1051/e3sconf/202337305007>.
- Sriyadi, & Yekti, A. (2021). Sustainability levels of local wisdom based agrotourism development model (Case Study in Karangtengah Village, Imogiri District Bantul Regency, Special Region of Yogyakarta). *E3S Web of Conferences*, 316. <https://doi.org/10.1051/e3sconf/202131601015>.
- Susilowati, I., Ibnu Tsani, L., Edy Yusuf, A. G., & Sasana, H. (2020). Stakeholder Collaboration in the Development of Tourism Villages (Studies on Kandri Tourism Village, Gunungpati Subdistrict, Semarang City). *IOP Conference Series: Earth and Environmental Science*, 518(1). <https://doi.org/10.1088/1755-1315/518/1/012051>.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).