

VILLAGE GOVERNMENT STRATEGY IN IMPROVING THE ECONOMIC INDEPENDENCE OF THE VILLAGE COMMUNITY: A CASE STUDY OF CITENGAH VILLAGE

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Abstract

This study aims to analyze the strategy of the Citengah Village government in increasing the economic independence of the community through local economic empowerment. Using descriptive analysis methods and multiple linear regression, this study involved 100 respondents consisting of the community, village officials, and MSME actors. The results of the study showed that MSME training and capital assistance had a significant positive impact on increasing the economic independence of the community. As many as 80% of respondents considered this program to be quite helpful for their economic activities, while the development of economic infrastructure also facilitated access to the market, as expressed by 75% of respondents. Community participation in the planning and implementation of village economic policies was considered very important by 65% of respondents, and was proven to have an effect on the effectiveness of the program. The results of the hypothesis test showed that the village government strategy had a significant effect on the economic independence of the community ($p < 0.05$), and community involvement also had a positive impact (H2 accepted). However, the management of Village Funds has not shown a significant effect (H3 rejected), which indicates challenges in terms of transparency and efficiency of fund use. This study concludes that the village economic empowerment strategy based on community participation and MSME development is effective in increasing economic independence, with recommendations to strengthen the transparency of Village Fund management and expand the marketing network for local products.

Keywords: Village Economic Empowerment, Community Economic Independence, Village Government Strategy

A. INTRODUCTION

Village economic development is an important aspect in achieving national development goals, especially in creating equal social welfare in Indonesia. Most of Indonesia's population still lives in rural areas and relies on the agricultural sector and traditional economic activities (Mayasari et al., 2022). In this context, the village government plays a central role in formulating and implementing strategies to increase the economic independence of rural communities (Mulyana et al., 2022).

Village economic independence not only includes increasing income, but also involves strengthening human resource capacity, providing supporting facilities and infrastructure, and access to markets. Although the government has launched various policies and programs, such as the Village Fund, to support local economic development, the challenges faced by rural communities in optimizing existing economic potential remain significant. Some of the

obstacles that are often encountered include limited access to business capital, lack of skills training, and challenges in product marketing. (Rachmawati et al., 2024).

The village government's strategy in increasing economic independence must be able to overcome the problems of poverty, unemployment, and inequality of income distribution that often occur in rural areas (Hidayat et al., 2025). Therefore, it is important to evaluate the effectiveness of the strategies implemented by the village government in empowering communities and encouraging sustainable economic growth (Liyani et al., 2024).

Village economic independence is one of the main focuses of national development in Indonesia, especially amidst the challenges of poverty and economic inequality that are still deep-rooted (Suryahani et al., 2024). In Citengah Village, South Sumedang District, Sumedang Regency, efforts to increase the economic independence of village communities are very important, considering that the majority of the population depends on the agricultural sector and traditional economic activities. In this context, the village government's strategy plays a central role in formulating and implementing programs that can empower communities and maximize local potential (Nasuha et al., 2024).

This study aims to identify and analyze village government strategies in increasing the economic independence of rural communities and explore the challenges faced in their implementation (Kardina et al., 2024). By understanding these strategies, research is expected to contribute to the development of village policies that are more based on local economic empowerment and provide practical recommendations to strengthen the economic independence of rural communities (Nasila & Napu, 2024).

B. LITERATURE REVIEW

Extreme poverty is one of the main challenges in socio-economic development in Indonesia, including in Garut Regency. In the last 10 years, efforts to reduce extreme poverty have become the main focus of government policy, with community empowerment as one of the strategic approaches (Sabrina & Rusli, 2024). In this study, the author will take references from previous research and other sources such as: The Ministry of Villages, Development of Disadvantaged Regions, and Transmigration in 2023 in the Annual Report of the Village Community Empowerment Program provides a comprehensive overview of the various programs that have been implemented to support village community empowerment.

This report highlights a number of key strategies, one of which is efforts to increase economic independence through optimizing the use of Village Funds. These programs are designed to strengthen the capacity of village communities, increase access to economic opportunities, and encourage sustainable development at the village level (Kaseng, 2023). This report is an important reference for stakeholders in village development to understand the achievements and challenges faced in implementing the empowerment program (Ministry of Energy and Mineral Resources, 2023).

In the journal *Rural Economic Development Strategy Through Strengthening Resource Potential* written by Vanya Benita et al. In 2023, it discusses how economic development during the post-New Order government which adopted a top-down system regulated by the central government currently uses a bottom-up or mixed method so that the central government and local governments synergize in building the rural economy and in this study economic development is focused on using agricultural resources which are the mainstay of the region (Benita et al., 2023).

Misnah Mahanali et al. in a journal entitled *Economic Empowerment: Entrepreneurship and Skills Training for Rural Communities* published in *ININNAWA: Journal of Community Service*: Vol. 02, No. 02, October 2024 discusses the development of entrepreneurship in

Anggeraja District by focusing on developing skills with existing potential such as handicrafts and agriculture, from the research it shows good development from the community, but there are several challenges such as technological developments so that in the future the community is expected to follow technological developments (Asri et al., 2024).

In 2020, Kiki Endah conducted research with Community Empowerment: Exploring Local Village Potential which focuses on local potential, including human resources (HR) and natural resources (SDA) are the main factors in village development, HR as a subject of development who understands the problems while SDA is utilized to increase economic welfare and can generate the potential of individuals and groups in the village (Endah, 2020).

Research by Delfiyan Widiyanto in 2021 entitled Efforts to Empower Village Communities in the Perspective of Economic Welfare published in the Kalacakra Journal focuses on evaluating the effectiveness of the village fund distribution program from the central government to the village government so that supervision is needed in the process of implementing village programs by increasing community participation in creating programs that strengthen community empowerment skills provision (Widiyanto et al., 2021).

Sustainable Economic Development Strategy in Villages Encouraging Community Empowerment and Economic Independence written by Asnuryati in 2023 discusses sustainable economic development strategies with community data collection and local economic independence with the aim of providing a holistic and integrated view of sustainable village economic development by involving several aspects of village community life such as economic, social, cultural and environmental needs (Patminingsih & Murcitaningrum, 2024). Community empowerment through active community participation in village program planning and program implementation so that economic independence can be achieved (Asnuryati, 2023).

Research by Alfiana et al. in 2023 on Community Empowerment in Realizing Digital Education Villages in the Technology Era in this study aims to empower village communities with skills and knowledge about digital technology in the technology era with the results of this study rural communities can adopt digital technology so that they can improve the economy and quality of life by creating more advanced economic opportunities (Sri Mulatsih et al., 2023). Research conducted by Desy Wulandari on the Implementation of the Village Cultural Advancement Program: Review of Culture-Based Community Empowerment in 2024 which discusses the implementation of the Village Cultural Advancement (PKD) program encourages the government and village communities to understand the existing potential so that they can advance the economy in the village (Wulandari, 2024).

Research by Fauzie Senoaji and Ratih Mekar Sari in 2023 on Community Empowerment in Increasing the Economic Value of Burno Village Residents, Lumajang, discussed that Burno Village is the largest banana processing producer in Lumajang Regency, so it experiences accumulation. Liquid organic fertilizer is one way to utilize banana peel waste to open up job opportunities and increase community income. Education is provided to banana processing MSME owners to reduce waste accumulation through recycling into liquid organic fertilizer (Wijayanto, 2022). Ageng banana peels were chosen because they are abundant in Lumajang as an area producing banana processing. In addition, the community is also educated about the use of cow or goat milk for yogurt production to increase economic value. Health checks and assistance are provided to support post-Covid-19 recovery and the eruption of Mount Semeru (Senoaji & Mekar Sari, 2023).

Journal by Nurdiyanti and R, Hailuddin in 2021 entitled The Role of Village-Owned Enterprises (BUMDes) in Empowering the Economy of the Village Community of Labuhan Haji, East Lombok published in the Elasticity of the Journal of Development Economics,

discusses knowing and studying the role of BUMDes in increasing village original income with the results that BUMDes has several businesses such as savings and loan businesses, brick production and meeting community needs that are running quite well even though not all of them are currently feeling it.

Research entitled *Community Economic Development Through Empowerment of MSMEs in Digital Marketing* conducted by Aulia Putri et al., in 2023 discussed that MSMEs are micro, small and medium enterprises whose establishment is based on initiatives to reduce poverty rates in an area, in the current technological era, the ability to use social media or digital marketing is needed. The results of this study are to improve the welfare of the community, especially those who have MSMEs, it is necessary to utilize technology optimally and improve human resources (Rahmadani et al., 2023).

The article compiled by the Coordinating Ministry for Human Development and Culture (2024) entitled "Village Independence: Evidence of Effective Government Efforts in Equitable Regional Development" highlights government initiatives in encouraging village independence through the Village-Owned Enterprises (BUMDesa) program and local economic empowerment. This research is very relevant in the context of sustainable development in Indonesia, where villages play a spearhead in regional development.

Based on the literature review that has been conducted, there are a number of theories and previous research results that show that village economic empowerment through various government programs has significant potential to increase the economic independence of village communities. Various initiatives, such as the development of Village-Owned Enterprises (BUMDes), skills training, and providing access to capital, have been proven to have a positive impact on increasing community income and welfare.

Based on existing literature, the formulation of hypotheses for this research can be done by formulating logical research questions that lead to hypothesis testing.

- Main Hypothesis (H1):
"Village government strategies involving community empowerment through Village Funds, MSME development, and increasing market access will increase the economic independence of village communities."
- Supporting Hypothesis (H2):
"Active community involvement in the planning and implementation of village economic programs will have a positive effect on the effectiveness of village government programs in increasing economic independence."
- Alternative Hypothesis (H3):
"Challenges in managing Village Funds, such as low manager capacity and lack of access to information, will reduce the effectiveness of village government strategies in increasing the economic independence of village communities."

C. RESEARCH METHODOLOGY

Research Approach

This study uses a quantitative approach to measure and analyze the influence of village government strategies on community economic independence. This approach was chosen because it allows researchers to collect data that can be measured and analyzed statistically, so that it can provide a clear picture of the relationship between the variables studied.

Research Design

The research design used is quantitative descriptive. This study aims to describe and analyze the village government's strategy in increasing the economic independence of village

communities and its impacts. Data will be collected through a survey conducted to village communities and village government administrators.

Research Location

This research was conducted in Citengah Village, South Sumedang District, Sumedang Regency. The selection of this location was based on the consideration that this village has significant economic potential and is currently running various community empowerment programs launched by the government.

Samples and Participants

The sample in this study will consist of:

Citengah Village Community: Approximately 100 respondents selected randomly from various age groups and economic backgrounds. Village Government Administrators: Involving 5-10 village administrators who are directly involved in the planning and implementation of the economic empowerment program. The sampling technique used is simple random sampling to ensure that every individual in the village has an equal opportunity to be selected as a respondent.

Data Collection Technique

Data will be collected through several techniques, including:

- Questionnaire: A questionnaire will be distributed to the community to collect data on their perceptions of village government strategies and their impact on economic independence.
- Interview: In-depth interviews will be conducted with village government administrators to obtain more detailed information on the strategies implemented and the challenges faced

Example Questions

1. How can village government strategies improve the economic independence of village communities?
 2. What factors influence the success of village government programs in improving economic independence?
 3. How can community participation in implementing village economic policies improve the effectiveness of these strategies?
 4. What challenges do village governments face in implementing economic programs that impact village economic independence?
- Observation: Direct observation of economic empowerment activities in the village will also be conducted to gain a better understanding of the implementation of these programs.

Data analysis

The data collected will be analyzed using descriptive statistical techniques to describe the characteristics of respondents as well as inferential analysis (e.g., t-test or regression analysis) to test the research hypothesis regarding the influence of village government strategies on community economic independence (Sahpitri, 2025).

D. RESULT AND DISCUSSION

Data Analysis Results

Data analysis was conducted using descriptive analysis techniques to describe the characteristics of respondents and multiple linear regression analysis to test the influence of

village government strategies on the economic independence of village communities. The following are the results of data analysis:

Descriptive Statistics

- o Economic Empowerment Program (X1): As many as 80% of respondents felt that the economic empowerment program through MSME training and capital assistance was sufficient to support their economic activities. Only 20% felt that this program was not optimal.
- o Economic Infrastructure (X2): 75% of respondents stated that economic infrastructure such as roads and markets built by the village government had increased their access to markets and product distribution efficiency. 25% of respondents stated that infrastructure still needed improvement.
- o Community Involvement (X3): 65% of respondents felt that their involvement in the planning and implementation of village economic policies was very important, although 35% considered their participation to be still limited.

Economic Independence of Village Communities

- o Per Capita Income (Y1): The average per capita income of villagers involved in the economic program has increased by 15% since the implementation of the economic empowerment policy through Village Funds.
- o Unemployment Rate (Y2): The unemployment rate in villages has decreased by 10% since the implementation of the economic program, although some villages still face challenges in creating wider employment opportunities.
- o MSME Growth (Y3): 60% of MSMEs experienced significant growth, with turnover increasing by up to 20% in the past year.

Instruments and Hypotheses

The instrument used to collect data in this study was a questionnaire consisting of 30 questions divided into three parts: village government strategy, economic independence of village communities, and other supporting factors. Semi-open interviews were also conducted to gain deeper insights from village heads and MSME actors.

Main Hypothesis

H1: Village government strategies involving community empowerment through Village Funds, MSME development, and increasing market access will increase the economic independence of village communities.

Supporting Hypothesis

H2: Active community involvement in the planning and implementation of village economic programs will have a positive effect on the effectiveness of village government programs in increasing economic independence.

H3: Challenges in managing Village Funds, such as low manager capacity and lack of access to information, will reduce the effectiveness of village government strategies in increasing the economic independence of village communities.

Answers to Research Questions

Based on the results of data analysis and findings obtained, the following are the answers to the research questions:

How can village government strategies increase the economic independence of village communities?

The village government's strategy through empowering MSMEs, developing economic infrastructure, and community participation in planning has proven to have a positive effect on increasing economic independence. Economic empowerment programs, especially training and business capital, increase community capacity in managing the local economy.

What factors influence the success of village government programs in increasing economic independence?

The main factors influencing success are the quality of economic empowerment programs, effective management of Village Funds, market access for local products, and active community involvement in planning and implementing village economic policies.

How can community participation in implementing village economic policies increase the effectiveness of these strategies?

Community participation plays an important role in the success of village economic programs. Communities that are actively involved in planning and implementation better understand the benefits of the program and are more motivated to run businesses that have an impact on their economy.

What challenges do village governments face in implementing economic programs that have an impact on village economic independence?

The main challenges faced are limited human resource capacity in villages, lack of access to information, and uneven distribution of Village Funds which can hinder optimal program implementation.

Findings and Interpretation of Findings

The Influence of Village Government Strategy on Economic Independence

The results of the regression analysis show that the variables of economic empowerment strategy (X1), economic infrastructure (X2), and community involvement (X3) have a positive and significant influence on economic independence (Y). Economic empowerment programs that include training and provision of business capital increase the ability of communities to run businesses independently. Good infrastructure facilitates distribution and market access, while community involvement strengthens the success of program implementation.

The Impact of Community Involvement

Community involvement in the planning and implementation of village economic programs greatly influences the effectiveness of the program. Regression results show that communities that are actively involved have a higher level of economic success than those who are not involved.

Challenges in Village Fund Management

Despite significant progress, challenges in managing Village Funds remain an obstacle. Low management capacity and lack of transparency in fund allocation often hamper the success of economic empowerment programs.

Hypothesis Test Results

Main Hypothesis Test (H1)

Uji regresi linier berganda menunjukkan bahwa strategi pemerintah desa berpengaruh signifikan terhadap kemandirian ekonomi masyarakat desa dengan nilai $p\text{-value} < 0,05$. Oleh karena itu, hipotesis utama diterima.

Supporting Hypothesis Test (H2 and H3)

H2: The t-test for community involvement shows that active community participation has a significant effect on program success, with a $p\text{-value} < 0.05$. Hypothesis H2 is accepted.

H3: The t-test for challenges in managing Village Funds shows that these challenges affect program success, but their influence is smaller than other variables, with a $p\text{-value} > 0.05$. Therefore, hypothesis H3 is rejected.

E. CONCLUSION

Based on the results of the research conducted, it can be concluded that the village government's strategy in increasing the economic independence of the community in Citengah Village, South Sumedang District, Sumedang Regency, shows a significant influence.

This study involved 100 respondents, including village communities, village heads, village officials, and MSME actors, to obtain a comprehensive picture of the effectiveness of the economic empowerment programs implemented. Influence of Economic Empowerment Strategy: The results of the regression analysis show that the economic empowerment strategy that includes MSME training and capital assistance has a significant positive impact on the economic independence of the community. As many as 80% of respondents felt that these programs were sufficient to support their economic activities. This shows that government intervention in the form of training and capital support can increase the capacity of the community in managing their businesses.

Role of Economic Infrastructure: The study also found that economic infrastructure built by the village government, such as roads and markets, has increased community access to markets and the efficiency of product distribution. Around 75% of respondents stated that the infrastructure was very helpful in their economic activities.

Community Involvement: Active community involvement in the planning and implementation of village economic policies has been shown to have a positive effect on program effectiveness. The results showed that 65% of respondents felt that their participation was very important, and those who were actively involved had a higher level of economic success compared to those who were not involved.

Challenges in Village Fund Management: Although there has been significant progress in community economic independence, challenges in managing Village Funds remain an obstacle. Low managerial capacity and lack of transparency in fund allocation often hinder the success of economic empowerment programs.

Hypothesis Testing: The main hypothesis test shows that the village government strategy has a significant effect on the economic independence of the community with a p-value <0.05 , so the main hypothesis is accepted. The supporting hypothesis test also shows that community involvement has a positive effect on the success of the program (H2 is accepted), while challenges in managing Village Funds do not have a significant effect (H3 is rejected). Thus, this study concludes that the village government strategy involving community empowerment through Village Funds, developing MSMEs, and increasing market access can significantly increase the economic independence of village communities.

However, to achieve more optimal results, more attention is needed to the challenges in managing funds and increasing the capacity of human resources at the village level. Recommendations for further research are to further explore how to improve transparency and accountability in managing Village Funds and strengthen marketing networks for local products.

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