

Utilisation of Village Potential in Batu Ampar Sub-district, Tanah Laut Regency

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ABSTRACT

Village potential in the Batu Ampar sub-district has not been maximised. Therefore, research on village potential is very important. The purpose of the study was to look at the physical and non-physical potential of villages in Batu Ampar Sub-district. The results of this research can be a program for the development and welfare of the community. The research approach is qualitative, with key informants being the sub-district head and informants being the village head and community members. The results showed that the existing land potential has not been maximally utilised, such as there is no research and education forest, which is very important for the community to be used as a livestock location or agrotourism. Meanwhile, the non-physical potential of villages in the sub-district, such as the nature of gotong royong, social organisations, village officials, and apparatus, still exists but has begun to fade

INTRODUCTION

The preparation of regional development planning and implementation has been oriented towards the participation of small and medium enterprises and rural communities; this is indicated by the increasing development budget aimed at rural areas, both concerning physical development (Infra structure) and non-physical (Supra structure), this is a form of government concern for the development of rural areas, specifically included in the Regional Budget (APBD) for the development of rural areas.

The village, as the spearhead of the government in the hierarchical structure of government in Indonesia, also carries the mandate of autonomy as a consequence of the implementation of regional autonomy carried out in an effort to increase the role of the village government in providing basic services to the community and the participation of village institutions. The government needs to be supported by funds in carrying out its duties both in the field of government and in the field of development.

Tanah Laut Regency in general and Batu Ampar sub-district in particular in supporting its development activities, the vision and mission that must be achieved is to improve regional development performance. Therefore, in supporting the vision and mission, it is necessary to utilise the potential of the village, the utilisation of village potential is very important. Because with regard to the available natural resources, natural resources have so far been used for certain activities only, in the event that these natural resources can be utilised for various activities or businesses that can increase the income of the community, the natural potential that exists in Batu Ampar sub-district concerns the availability of land that can be used as a variety of businesses, based on the results of observations made that most of the land in the Batu Ampar sub-district village is used for agricultural land and plantations, so that the income of the village community depends on these agricultural products, based on these agricultural products, community income depends on the season, to be able to change this situation, the potential of the village in Batu Ampar sub-district can be developed which does not only depend on agricultural and plantation products. This means that the potential of the village is still not optimally utilised, in fact there is a lot of village potential that can be utilised and developed to increase community income, even the local government of the Tanah Laut district.

LITERATURE REVIEW

Denis and Adan (2023: 23) use (usefulness) as a level where someone believes the use of something will increase achievement. Chin and Todd (2021: 12) say that usefulness can be the benefit of one factor or easier work, while Mc. Quail and Sven Windahl (2021: 17) say that benefit is an expectation, which means the same as explore (showing something receiving activities). Wahyu (2014: 17) The factors that encourage utilisation are:

- a. Opposition to a deterministic view of the effects of potential.
- b. The desire to escape from a prolonged debate about potential.

Handoko (2022: 45) user utilisation is influenced by

- Internal Factors
 1. Needs, in this case the need for information.
 2. Motive, regarding something that includes all the reasons, ideas, or impulses that cause something to be done.
 3. Interest, a high inclination of the heart towards something.
- External Factors
 1. Completeness of information, the amount of information that can be utilized
 2. Skills, skills possessed to do something
 3. Limited facilities and retrieval of facilities.

Muhammad Agus Teguh Herlambang (2023: 45) village potential is all the natural and human resources owned by the village as basic capital that needs to be managed and developed for the continuity of village development. Village potential basically consists of physical potential and non-physical potential.

1. Physical Potential of the Village
 - a. Population, the most important human resource factor in the village
 - b. Land or soil, the most important factor for village life
 - c. Water as an element used to fulfil daily life
 - d. Weather and climate, which affect the level of human adaptation in the village
 - e. Livestock, serving as power and a source of food and developed

2. Non-physical potential

The non-physical potential of the village is related to the potential of the area that is closely related to the social aspects of the community in the village, this can be seen in the nature of mutual cooperation, social organisation, which is a driving factor in the participation of members of the village community in village development activities. Village apparatus and officials, to maintain the smooth running of the village government.

Village potential is the social, economic and ecological resources found in the village, can be developed to improve the welfare of members of the village community, in the aspect of rural economy, activating village potential requires a full understanding of the magnitude of the potential owned and the characteristics inherent in the potential. (Arief Fitriyanto, 2019;7)

This understanding is necessary to optimally utilise the potential of the village in accordance with its specific characteristics.

The objectives of utilising village potential are:

1. To improve the welfare of the village community
2. Reducing the level of poverty,
3. Improving the quality of life of the community,
4. Increase productivity,
5. Creating more job opportunities

The research to be carried out uses a descriptive method because it only describes the utilisation of village potential in Batu Ampar sub-district, Tanah Laut Regency. Carrying out research needs to use appropriate data collection methods. This is done so that the data obtained is objective. Data collection methods used in this study, namely interviews, observation, and documentation. Utilisation is an activity that is not useful until it becomes useful. Village potential basically consists of physical potential and non-physical potential. Physical potential of the village, population, the most important human resource factor in the village. Land or soil, the most important factor for village life; water as an element used to fulfil daily life; weather and climate, which affect the level of human adaptation in the village. Non-physical potential is related to the potential of the area that is closely related to the social aspects of the community in the village; this can be seen in the nature of mutual cooperation, social organisations, village officials, and devices to maintain the smooth running of village government. Miles, Huberman, and Saldana (2014: 31-33) say that in qualitative data analysis there are three streams of activities that occur simultaneously. Activities in data analysis are: data condensation, data display, and conclusion drawing/verification.

METHODOLOGY

The research method is appropriate for describing the physical and non-physical potential of villages in Batu Ampar Sub-district with a qualitative and descriptive approach. Data collection methods included in-depth interviews with the sub-district head, village head, and community members. Secondary data was also collected by analysing documents such as development reports and other village records. The data that has been analysed is then compiled in the form of a clear narrative, describing the condition of the village, its potential, and the recommendations that can be given.

RESULT AND DISCUSSION

Batu Ampar sub-district is located in the administrative and governmental area of Tanah Laut district, Batu Ampar sub-district is the result of expansion from Jorong sub-district based on Government Regulation Number 28 of 1995, Batu Ampar sub-district is located at coordinates $3.882990594860965^{\circ}$ S dan $114.8217364288167^{\circ}$ E. with an area of 548.10 Km^2 with a total of 14 villages, namely :

1. Batu Ampar Village
2. Gunung Mas Village
3. Tajau Mulia Village
4. Tajau Pecah Village
5. Jilatan Village
6. Jilatan Alur village
7. Durian Bungkok village
8. Damar Lima village
9. Ambawang village
10. Bluru Village
11. Damit Hulu village
12. Gunung Melati Village
13. Pantai Linuh Village
14. Damit Village

With the existing land area, each village can utilise it for various benefits, especially for research, science and education, recreation and nature tourism, supporting agriculture, supporting fisheries, supporting livestock, supporting plantations, and for mining. This utilisation is not the same from one village to another, so that some villages prioritise plantations and agriculture, while other potentials are still underutilised.

Physical Village Potential

- a. Population, the most important human resource factor in the village.

The population is an important factor because the wealth in the village can be utilised if the population or human resources have the competence to utilise the potential in the village. The village is the main foundation for national development, and as the smallest unit in the structure of the government system is very important in realising sustainable development, the success of village development depends on the quality of its human resources; therefore, the quality of human resources is the main key to optimising the potential of the village to achieve development goals.

In the era of globalisation and modernisation, villages must be able to adapt quickly to developments that occur, so their human resources must be able to identify, develop, and utilise the abilities and skills of villagers so that they will be able to make innovations and village independence that can help villages in facing various challenges and changes both in economic, social, and environmental contexts.

Well-managed human resources allow villages to optimise their potential, as each village has its own characteristics, including farming, gardening, and tourism potential. Based on the results of the research, the local government has conducted various trainings for village communities, including training in farming in accordance with natural conditions, including plantations, skills for making handicrafts, modern agricultural techniques, product marketing, and village tourism potential. The training that has been followed can acquire new skills, which in turn can increase income. With the training that has been implemented by the local government, the human resources in the village can adapt quickly as a result of development.

- b. Land or soil, is the most important factor for village life

Utilisation for Research, Science and Education

The utilisation of land used for research is still lacking, or it can be said that it does not exist, especially in the form of exata, while for social sciences it is often done because social research has human objects; some are even carried out at village and sub-district offices. This is very important because it supports the progress of knowledge and education, especially social sciences.

Land utilisation for exata is very important, especially for researching what plants should be planted by adjusting the state of the soil structure, because not all plants can grow well with certain soil structures, This needs to be done to be able to better utilise existing land, especially villages that have vacant land to be used as research objects, This is related to the natural conditions of the village in Batu Ampar sub-district, which consists of two seasons. So far, the plants that are planted based on the experience of community members, so that there are plants that are planted that cannot grow well because they are not in accordance

with the structure of the soil, which then does not bring results (failure), is of course detrimental to community members because it cannot increase the income of community members.

The existence of a research location is needed to be able to serve as a reference for community members to plant crops in the dry season and crops for the rainy season, especially crops that are quick to bring results, so as to increase the income of community members. In addition, it is also necessary to examine the plants that live in the long term and can increase the income of community members; this means that the plants planted there are based on the season (short term), and there are plants that produce for a long period of time, so that these two plants can increase the income of community members both for the short term and for the long term.

The land used as the object of research will provide information about the development of plants that are tolerant of the rainy season or dry season and proper management of biological resources so that land has a function both ecologically and economically. Ecologically, land functions as the face of the earth, a place where there is life, while economically, land functions as a means of production, wealth objects, and social functions for the benefit of the general public.

The findings of this research can be used as a basis for the interests of science and education, which can be learned and taught to every member of society who has the same soil structure. Because with different soil structures, the results of the research cannot be implemented.

Utilisation for Nature Recreation and Tourism

In the village land in Batu Ampar sub-district, there is hilly land and flat land; however, there is a small portion of land that can be used as rice fields.

The results showed that there is land that has been used as an object of recreation and tourism that has been carried out by community members, namely with restaurants located in rural areas by providing recreational facilities, this indicates that someone who visits the restaurant can enjoy the facilities provided by the restaurant, there are even plantation areas that are used as tourism objects, Community members who grow dragon fruit allow visitors to pick their own dragon fruit, which is valued according to the agreement, this of course brings its own enjoyment to visitors, especially visitors who do not or have never gardened, as well as with citrus groves, which will come in one area will be planted durian trees, to be used as an object of tourism.

Utilisation to Support Agriculture

Land used as agriculture is arguably smaller than plantations; this is because the land suitable for planting rice is very small, except for planting rice in areas where there is no water (tugal) although it can grow but is not as fertile as areas that are flooded with water.

Based on the results of the research, the agricultural area is only in the hillside area, because this hillside is at a certain time inundated with water so that it can be planted with rice. There are also community members who grow rice in dry areas; this is used to meet their own needs, because to be marketed it seems difficult because the results are small.

Utilisation to Support Fisheries

The utilisation of village potential in supporting fisheries is only based on the existing river flow; based on the results of the research, there is fisheries resource management. By making ponds, this is done in the area under the mountain, while in the mountainous area it cannot be done for fisheries management.

The area that can be done for fisheries management is only in the area under the mountain. This is because in the area below, even this fisheries management is only limited to the rainy season because in the dry season the water in the river is dry, making it difficult to manage fisheries continuously.

Utilisation to Support Animal Husbandry

The area that can be used to support animal husbandry is actually almost all villages are able to provide it, but it has not been able to be utilised to the fullest. This can be seen from the amount of land available, and even the condition of the plants (grass) is quite available. Based on the results of the research that animal husbandry is carried out only on a seasonal basis, especially in the run-up to Eid al-Adha because community members only fatten cows, this fattening of cows is carried out by community members by taking wages because the fattened cows do not belong to them but to other people, which on the day before Eid al-Adha will be sold to consumers for sacrificial worship.

Cattle farming is actually very promising for community members, because at the moment the price of meat is quite expensive, and the price of cattle increases every year in line with inflation.

Utilisation to Support Plantations

Plantations in villages in the Batu Ampar sub-district area are very possible to be able to grow various plants because it is seen from the fertile soil structure that the land used for plantations is for palm oil, rubber, citrus, and papaya plantations. For oil palm plants, use a fairly large area, as well as for rubber plantations, while for citrus plants, papaya is done in the yard of the house. This is done because the distance between one house and another is far apart, so it is possible to use the land around the house to plant these plants.

Utilisation for Mining

Until the time the research was conducted, no one had done it because community members were still focusing on livelihoods in agriculture, so mining had not yet been explored, both small-scale mining and large-scale mining, but information obtained from community members showed there were mining sources, namely in the form of gold. This was found by community members who dug wells with a certain depth to get rocks in the form of gold. After being confirmed, it turned out that there were indeed mining sources in the form of gold. However, it has not been investigated by interested parties how much the mine content is or how many tonnes of gold are contained in the bottom of the earth; if the volume is small, it will harm the party making the investment, while if the content is a lot it will benefit those who want to make an investment. This is certainly beneficial for the local government and members of the surrounding community, because they can participate in the excavation of the mine, so that it will be able to increase the income of members of the local community.

Utilisation of Water as an Element Used to Meet Daily Life

Water is a basic need for humans, animals, and plants, so water is very important for life, especially human life.

The availability of water is very dependent on the climate, because the climate also affects the availability of water. Water sources in the village in the Batu Ampar sub-district area during the rainy season will be abundant; although there will be no natural disasters of flooding, the water obtained by community members relies on wells, both drilled wells and manual wells, while in the dry season water is very difficult to obtain. To get water in the dry season, community members deepen wells to get water. The difficulty of getting water in the dry season and the steps taken by the local government supply water to the village, especially water from the PDAM. This is because the PDAM channel to the village in the Batu Ampar sub-district area is not yet available.

Weather and Climate, Which Affect the Level of Human Adaptation in the Village

The climate in the Batu Ampar sub-district village is the same as the climate or season in the province of South Kalimantan, namely there is a rainy season and there is a dry season. Because it consists of these two climates, it also affects the life in the region. Based on the results of the research, during the rainy season, community members plant many crops that are in accordance with the season, especially rice. However, this rice crop can only be used to meet daily needs, so it is difficult to be able to increase income, while for the dry season, community members plant corn; this corn crop can be marketed, so it can increase income, while for plants that can last for two seasons, they plant hard plants in the form of typical Kalimantan plants, such as oranges, rambutan, mango, guava, etc. Usually these hard plants produce based on the planting season.

Usually these perennials produce based on the fruiting season, so to increase income, it is based on the fruiting season.

Non-Physical Village Potential

The non-physical potential of the village is related to the potential of the area that is closely related to the social aspects of the community in the village; this can be seen in the nature of mutual cooperation and social organisation, which is a driving factor in the participation of members of the village community in village development activities. Village apparatus and officials, to maintain the smooth running of the village administration.

Life in the village is coloured by a very high nature of gotong royong; this can be seen when there is an activity carried out by one of the community members, and then without being asked, community members help to smooth the activity. The assistance provided can be in the form of material or non-material. This is because this is related to the Indonesian nation, where gotong royong is a characteristic of the Indonesian nation.

Social organisation, which is a driving factor in the participation of village community members in village development activities. The social organisations found are yasinan or recitation, this is done to further deepen understanding of religion, besides that there is a paguyuban, to further strengthen the nature of kinship, a paguyuban is made, this organisation is very important in everyday life, because every life must have problems, This organisation is very important in everyday life, because every life must have problems, to solve these problems deliberated through the paguyuban, this paguyuban was formed to help community members who will carry out celebrations or even those who experience disasters, including those who carry out marriage celebrations, it will be assisted in the form of material and non-material, material assistance can be in the form of money or goods. This assistance will be returned when the community member who provided the assistance carries out the same celebration with the same amount, if you look at this, it is like arisan.

Village development requires the existence of village officials and apparatus, or village government, because the function of village government is to carry out development, provide services to members of the village community, and improve welfare. To carry out these activities, it is carried out with the village development planning meeting (Musrenbangdes). With the existence of this meeting, to be able to meet the needs of members of the village community, these needs are made into a plan, and in its implementation, it is carried out using a priority scale, meaning that the most urgent needs must be met first. By fulfilling the needs of members of the village community, they can maintain the security and order of the village government.

CONCLUSION AND RECOMMENDATION

Based on the research conducted, it can be concluded that the utilization of the potential in the villages within the Batu Ampar subdistrict has been carried out, but it is not yet optimal, especially regarding the physical potential of the village. The population and human resources, which are the most important factors in the village, are crucial. Land or soil, water as an element used to fulfill daily needs, weather and climate, which affect human adaptation levels in the village, all play significant roles. Therefore, human resources are essential because they can make use of the existing potential by recognizing opportunities that can be maximized to improve the villagers' income.

Regarding non-physical potential, the area's potential is closely linked to social aspects in the village, as seen in the spirit of mutual cooperation, social organizations, and village administration. The traditional practice of mutual cooperation in the village is beginning to fade due to the pressures of daily life demands.

Suggestions: Village communities should be given training to help them identify and maximize the village's potential, which can increase the community's income. The local government should guide village officials to be more proactive in utilizing the available potential within the village.

FURTHER STUDY

Research on economic diversification and the development of businesses that can be carried out throughout the year is recommended. Additionally, research related to the development of ecotourism and the management of nature-based tourism, which is focused on the natural potential of this village, can also be conducted.

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