p-ISSN 2085-6091 I e-ISSN 2715-6656 NO. Akreditasi : 200/M/KPT/2020

EVALUATION OF THE BANGGA MBANGUN DESA POLICY IN IMPROVING REGIONAL DEVELOPMENT IN CILACAP REGENCY, CENTRAL JAVA

EVALUASI KEBIJAKAN BANGGA MBANGUN DESA DALAM MENINGKATKAN PEMBANGUNAN DAERAH KABUPATEN CILACAP, JAWA TENGAH

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Diserahkan: 21/06/2024; Diperbaiki: 22/07/2024; Disetujui: 24/09/2024

DOI: 10.47441/jkp.v19i2.382

Abstract

The gap between regions is the main issue that underlies the current national regional development, especially between urban and rural areas. To minimize this problem, policies that focus on accelerating development evenly are needed. In this case, the local government of Cilacap Regency is guided by the Bangga Mbangun Desa policy as an effort to accelerate the development of the Cilacap area, especially in rural areas by using a descriptive-qualitative research method sourced from the performance report of Cilacap Regency government agencies and public policy evaluation theory, this study aims to analyze Bangga Mbangun Desa as a policy in improving regional development. The results of this study show that in order to improve the development of the Cilacap Regency region, the Bangga Mbangun Desa policy, which is regulated in Regent Regulation No. 76/2011. Bangga Mbangun Desa focuses on four pillars, namely education, health, economy, and socio-cultural environment. Seeing regional development through Proud to Build Villages, this policy emphasizes the process of structured agrarian development (agriculture), especially in rural areas. Local governments give authority to village governments to manage and regulate their respective villages. This is manifested in innovative programs such as poverty alleviation through integrated data-based development planning; Barriers to response time; farmer stalls; Simbaja; Then Eat TB RO; Cerdas Kir Bang Bade; and a breakthrough tourism health center with child- and disability-friendly services.

Keywords: Regional Development, Bangga Mbangun Desa, Community Welfare

Abstrak

Kesenjangan antar daerah merupakan isu utama yang mendasari pembangunan daerah nasional saat ini, terutama antara daerah perkotaan dengan pedesaan. Untuk meminimalisir permasalahan ini, diperlukan kebijakan yang berfokus pada percepatan pembangunan secara merata. Dalam hal ini, pemerintah daerah Kabupaten Cilacap berpedoman pada kebijakan Bangga Mbangun Desa sebagai upaya dalam mempercepat pembangunan kawasan Cilacap, khususnya di daerah pedesaan dengan menggunakan metode penelitian deskriptif-kualitatif yang bersumber dari laporan kinerja instansi pemerintah Kabupaten Cilacap dan teori evaluasi kebijakan publik. Penelitian ini bertujuan untuk menganalisis Bangga Mbangun Desa sebagai kebijakan dalam meningkatkan pembangunan daerah. Hasil penelitian ini menunjukkan bahwa dalam rangka meningkatkan pembangunan daerah Kabupaten Cilacap, kebijakan Bangga Mbangun Desa, yang diatur dalam Peraturan Bupati No. 76/2011. Bangga Mbangun Desa berfokus pada empat pilar, yaitu

pendidikan, kesehatan, ekonomi, dan lingkungan sosial budaya. Melihat pembangunan daerah melalui Bangga Mbangun Desa, kebijakan ini menekankan pada proses pembangunan terstruktur agraria (pertanian), khususnya di pedesaan. Pemerintah daerah memberikan kewenangan kepada pemerintah desa untuk mengelola dan mengatur desanya masing-masing. Hal ini diwujudkan dalam program-program inovatif seperti pengentasan kemiskinan melalui perencanaan pembangunan berbasis data yang terintegrasi; Balakar terhadap waktu respons; kios petani; Simbaja; Lantas Santap TB RO; Cerdas Kir Bang Bade; dan puskesmas wisata terobosan dengan layanan ramah anak dan disabilitas.

Kata Kunci: Pembangunan Daerah, Bangga Mbangun Desa, Kesejahteraan Masyarakat

INTRODUCTION

Inter-regional disparity is the main issue underlying national regional development currently. This gap between regions occurs mainly between rural and urban areas, or between Java Island and Outer Java Island. Therefore, a policy that focuses on accelerating development and reducing gaps between regions is needed. Todaro & Smith (2012) explained that development is a process of changing circumstances for the better to achieve prosperity in society. The Cilacap Regency Government does this by implementing the *Bangga Mbangun Desa* Policy to accelerate the Cilacap area's development, especially in rural areas. *Bangga Mbangun Desa* is an implementation of the *Bali Ndeso Mbangun Ndeso* movement which was pioneered by H. Bibit Waluyo, Governor of Central Java in the 2008-2013 period (Wibowo, 2015). In line with the *Bali Ndeso Mbangun Ndeso* movement, *Bangga Mbangun Desa* is a guideline for the government, private sector, and community organizations in Cilacap Regency in achieving rural-minded development. It is hoped that with this policy, the village community can stand up, create, innovate and work hard to develop their village.

As the largest district in Central Java Province, breakthroughs are needed to accelerate development to achieve the goals of the Cilacap Regency Regional Medium-Term Development Plan. Therefore, *Bangga Mbangun Desa* is regulated in Regent Regulation No. 76 of 2011 concerning Guidelines for implementing the *Bangga Mbangun Desa* Movement. The basic philosophy of this policy starts at the micro level, namely the village. If the countryside develops, then Cilacap will advance. If Cilacap grows, Central Java will also develop. If Central Java advances, Indonesia will also advance (Suara Merdeka, 2016).

The biggest challenge in the implementation of the *Bangga Mbangun Desa* policy in Cilacap Regency includes several complex aspects. First, the difficulty of implementing this policy is still the main obstacle. The policy, which has 4 pillars, namely education, economy, health, and socio-culture, has still not been implemented comprehensively. In addition, the existence of development gaps between regions is also a significant challenge. Second, limited resources are another challenge faced. Villages in Cilacap Regency face inadequate infrastructure, such as inadequate roads and limited utilities, which limit growth and development in the area. Third, the lack of access to education and health also affects people's ability to follow development policies. Rural communities still face difficulties in accessing education and health, which requires serious attention from the government to improve the quality of life of the community. The lack of synergy between government lines is also a significant challenge. The *Bangga Mbangun Desa* policy requires synergy between government lines, starting from the central to the village, but there is still a gap in the implementation of this policy, which requires a better applicative concept to increase synergy.

The achievement of maximum development results is certainly inseparable from the capacity aspect of the government apparatus because the government apparatus is a determining and organizing factor in creating distributive equity in development. This is in

line with the opinion of Noor (2012) that creating equitable distribution of development will be difficult to achieve if it does not involve the role of government and society. In addition, similar research was also conducted by Lestari et al. (2018); Septianingsih (2016); Syamsuri (2016); and Witjaksono (2009). Based on the explanation above, this research aims to analyze *Bangga Mbangun Desa* as a policy in improving the welfare of the people of Cilacap Regency. This policy is carried out in order to find the best way to create a more prosperous community welfare in Cilacap Regency evenly, so that it can reduce poverty, especially in rural areas.

Public policy evaluation is an essential process in assessing the effectiveness and efficiency of policies, including the *Bangga Mbangun Desa* policy in Cilacap Regency. In this context, public policy evaluation has two interrelated aspects: the use of a wide variety of methods to monitor the results of public policies, programs, and the application of a set of values to determine the usefulness of these results to some people, groups, or society as a whole. Through evaluation, the reality of the implementation of the *Bangga Mbangun Desa* program can be captured and a generalization is made about the patterns of relationships between the various dimensions of reality observed. From these evaluations, evaluators can identify problems, conditions, and actors that support the success or failure of the policy. For example, the evaluation can show how far the needs of village communities have been achieved through policy actions. In addition, the evaluation can also assess whether the policy has been implemented effectively and responsively to the needs of the village community. Through this evaluation, the Cilacap Regency government can ensure that the *Bangga Mbangun Desa* policy really achieves the desired goals and improves the quality of life of the village community.

There are several stages in formulating a policy, starting from problem formulation, identification of alternative solutions, alternative assessments, alternative selection, policy implementation, and returning to problem formulation (Soeharto, 2005; Pasolong, 2010). In essence, public policy is the legal basis for the government to take action so that it can be effective and effective (Karimah, 2023).

In the context of economic development, public policy evaluation has an important role in monitoring policy outcomes and determining the usefulness of these outcomes for society as a whole. Through evaluation, the reality of the implementation of economic development programs can be captured and a generalization can be made about the relationship patterns between the various dimensions of reality observed. According to Huda et al. (2015), economic development is used as a process of building economic prosperity in a region. A similar opinion was expressed by Witjaksono (2009) that economic development leads to government policies and programs.

According to Naf'an (2014), economic development is usually associated with economic growth. Todaro & Smith (2012) suggest that the success of a country's economic development is characterized by three main values. First, the development of the community's ability to meet basic needs (sustenance), such as food, clothing, and shelter. Second, increasing people's self-esteem. Third, the increasing ability of people to choose (free from slavery). From the Islamic perspective, economic development has a mouth to go further. Economic development is not only limited to worldly benefits, but also involves a relationship with the benefits of the hereafter (Aedy, 2011). This is in line with Sadeq's (1989) opinion that economic development is a balanced and sustainable material and non-material improvement in improving people's welfare.

Manzoor (2006) explained that welfare is the best for its citizens. In general, a country can be classified as a welfare state if it has four pillars, including social citizenship, implementation of democracy, modern industrialized relations system, the right to education, and the expansion of the modern system (Triwibowo & Bahagijo, 2006; Afifah & Dahlan, 2007). The welfare state is a country that provides extensive social security, such as health services, old-age benefits, sickness and unemployment benefits (Fuadi, 2015). According to Winarno (2013) and Kurniawan (2009), in essence, the welfare state

is a development strategy in which the state plays an active role in managing its resources to provide basic social needs, redistribute economic resources, and ensure the availability of basic welfare services for its citizens.

The welfare state can be interpreted more broadly from an economic and political perspective (Sultan et al., 2023). The welfare state, from an economic perspective, is an economic system that combines the advantages of capitalism and socialism, which the government then practices to make laws on social welfare programs, such as social security, education, labor, and public health services (Darussalam et al., 2019). Meanwhile, the welfare state, from a political perspective, is a state that promotes the welfare of the community through various programs such as public health, retiree welfare, unemployment compensation, modest housing, and so on. The realization of the welfare state program is often used by the government in various policies (Afifah & Dahlan, 2007).

According to Chapra (2000), the welfare state initiated by capitalists is an excellent state program that empowers resources for aspects that contain the welfare of the people. However, he criticized the concept of the welfare state initiated by capitalism, which provided many opportunities for conglomerates to enrich themselves and minimal to provide for the basic needs of the general public. From this, there are two main points in Chapra's criticism, namely: (1) criticism of the concept of the welfare state as part of a capitalist system that only has the potential to provide welfare to conglomerates (capital owners) and (2) criticism of the welfare state's practices (policies) that have proven to fail to provide basic needs of the community.

Mannan (1995) argues that the emphasis of non-Islamic welfare systems is more on the material welfare of the people while neglecting spiritual and moral welfare. Meanwhile, Islam views the welfare state as the achievement of comprehensive human welfare, while the economic field is not the goal but a common need and means for people to survive and work to achieve high goals (falah).

RESEARCH METHODS

This study uses a descriptive qualitative method that describes the object of the research (Suggestion, 2014; Bungin, 2011). This research was conducted in Cilacap Regency, Central Java, with a focus on policy evaluation studies of *Bangga Mbangun Desa* as a guideline for the regional development of Cilacap Regency.

This type of research is literature research with sources obtained through articles in scientific journals and data sourced from the internet. This approach aims to analyze *Bangga Mbangun Desa* as a policy in increasing the regional development of the Cilacap Regency. The source used in this study refers to Regent Regulation No. 76 of 2011 concerning Implementation Guidelines *Bangga Mbangun Desa* Movement and Cilacap Regency Government Agency Performance Report. The data is then analyzed and narrated in the form of sentences, images, or symbols associated with the object of this research (Hadi, 2004; Azwar, 2016; Emzir, 2011).

The data collection technique of this study uses documentation that refers to the Regent Regulation No. 76 of 2011 concerning Guidelines for the Implementation of the *Bangga Mbangun Desa* Movement with indicators for the implementation of the 4 pillars of *Bangga Mbangun Desa* which include education, health, economy, and socio-cultural environment, as well as the Performance Report of Cilacap Regency Government Agencies as data to measure how effective the results of policy implementation *Bangga Mbangun Desa*.

The data analysis used in this study is a model Huberman & Miles (1994). The analysis of the data obtained is carried out in three stages, namely data reduction, data presentation, and data verification (Huberman & Miles, 1994; Sugiyono, 2014; Sukandarrumidi, 2006). Data reduction is carried out to select and simplify the data obtained according to the research topic. Furthermore, data was presented which was the

result of data reduction regarding the halal industry. The last stage is data verification to draw a conclusion as the researcher's interpretation of the data. This verification stage is carried out using the triangulation technique which is the result of a comparison between one data source and another data source (Usman & Akbar, 2006; Arikunto, 2013).

RESULTS AND DISCUSSION

Bangga Mbangun Desa as a Local Government Policy

The theme of regional development planning listed in the Regional Long-Term Development Plan for the third and fourth periods becomes the regional head in preparing the Vision and Mission of Cilacap Regency. The development vision of Cilacap Regency is "Cilacap Is Getting More Prosperous Evenly", "Bangga Mbangun Desa". This means that Cilacap Regency will create a prosperous society, and regional development will be carried out evenly in all sub-districts. Bangga Mbangun Desa is a policy and strategy for the regional development of Cilacap Regency in realizing the ideals of the elected Regent and Deputy Regent with the slogan "Let's Work Mbangun Desa Towards Cilacap Prosperity." To realize this vision, five regional development missions were formulated, including:

- 1. Improve education services and spiritual and physical health, as well as social and family welfare.
- 2. Improve the quality of professional, entrepreneurial and dynamic governce by promoting the principles of Good Governance and Clean Government.
- 3. Realizing democratization, security stability, public order, tranquility, and community protection.
- 4. Develop an economy based on local and regional potential.
- 5. Develop and build regional infrastructure by paying attention to environmental aspects in the sustainable use of natural resources (L.K.J.I.P. Cilacap Regency, 2019).

To realize the vision and mission, a new spirit is needed in the implementation of the regional development of Cilacap Regency through *Bangga Mbangun Desa*. As a policy, *Bangga Mbangun Desa* is regulated in Regent Regulation No. 76 of 2011 on Guidelines for implementing the *Bangga Mbangun Desa* Movement. The basic concept of *Bangga Mbangun Desa* consists of 4 pillars: education, health, economic, and sociocultural environment.

Bangga Mbangun Desa is the elemental spirit in the development of Cilacap Regency in 2017-2022, which is then translated in-depth into strategies appropriate to issues in the Cilacap Regency area. The pillars of Bangga Mbangun Desa can be described as follows:

1. Education

Education is a source of growth and development of human quality (Pamungkas et al., 2bang018). To improve the quality of human resources, the strategy is to increase the level of community education, which can be measured in two aspects (Lenihan et al., 2019). First, the average length of education of the community, which must reach basic education is nine years. Second, equity in obtaining basic education, whether evenly distributed by region, quality, or age (Septianingsih, 2016).

The focuses and priorities of the education pillars in *Bangga Mbangun Desa* are 1) increasing participation in formal and non-formal education; 2) improving the quality of library development facilities and infrastructure; 3) improving the quality of educational infrastructure; and 4) improving national insight.

The education pillar in *Bangga Mbangun Desa* in Cilacap Regency is a crucial component that aims to improve the quality of human resources in rural areas. This program focuses on improving access to and quality of primary, secondary, and nonformal education in the villages of Cilacap Regency.

One of the main initiatives to improve educational infrastructure, such as the renovation of school buildings and the procurement of more adequate learning facilities. In addition, the program includes efforts to improve teacher competence through continuous training and professional development.

In the context of non-formal education, *Bangga Mbangun Desa* has encouraged the establishment of community learning centers and adult literacy programs to reduce illiteracy. Village youth empowerment initiatives through skills training and entrepreneurship are also an integral part of this educational pillar.

The results of the achievement of this program can be seen from the increase in school participation rates, the decrease in the dropout rate, and the increase in the qualifications of educators in Cilacap villages. In addition, the program has contributed to increasing public awareness of the importance of education, which is reflected in parents' active participation in school activities and community support for local education initiatives

2. Health

Health is a source and accelerator in improving the quality of human resources (Jung & Tran, 2016). This increase in health degrees includes two elements: individual health and public health. Individual health is measured using individual health indicators, which include maternal health, child health, disease disorders, and health services. Improving the degree of public health is also a strategy to address problems related to poverty issues. By the mandate of Presidential Regulation No. 59 of 2017 concerning the Implementation of the Achievement of the Sustainable Development Goals (SDGs), it is stated that the goals in the SDGs include no poverty, no hunger, and a healthy and prosperous life.

The focus and priorities of the health pillar in *Bangga Mabngun Desa* are 1) improving the quality of health center and hospital services; 2) improving healthy lifestyles and increasing the coverage of households with PHBS; 3) increasing exclusive breastfeeding; 4) improving community-based total sanitation; 5) every village implementing the concept of an alert village; 6) increasing the role of posyandu and healthy villages; 7) increasing the community movement for healthy living; 8) increasing the larva-free rate to reduce dengue fever; 9) reducing maternal and child mortality; and 10) improving community nutrition and reducing stunting.

The program includes several key initiatives such as improving access to basic health services, improving village health infrastructure, and promoting healthy living behaviors. One of the main components may involve strengthening the functions of Village Health Posts (Poskesdes) and Integrated Service Posts (Posyandu) to increase the coverage of maternal and child health services.

This program has also encouraged capacity building of village health cadres through training and mentoring. In a preventive effort, *Bangga Mbangun Desa* has initiated a public health campaign that focuses on sanitation, balanced nutrition, and prevention of infectious diseases. Improving access to clean water and proper sanitation may also be a priority in this health pillar.

The results of the achievement of this program can be seen in the reduction of maternal and infant mortality rates, increased immunization coverage, and improvement of the nutritional status of toddlers in Cilacap villages. In addition, this program has contributed to increasing public awareness of the importance of clean and healthy living behaviors (PHBS), which is reflected in the adoption of practices such as washing hands with soap and the use of healthy latrines.

3. Economic

The economic pillar in *Bangga Mbangun Desa* is a strategy to increase the real income of the community in a sustainable and equitable manner. The development of real economic strength based on the advantages of the local economy will make the

people of Cilacap Regency have strong in economic resilience, more independent, and competitive. Based on the mapping of problems and strategic issues, the objectives of this economic pillar can be achieved through agriculture, Small and Micro Enterprises (SMEs), and trade.

The focus and priorities of the economic pillars in *Bangga Mbangun Desa* are 1) increasing access to capital and marketing for MSMEs; 2) strengthening the institutional capacity and management of cooperatives; 3) structuring street vendors; 4) improving the quality of the people's market; 5) improvement village granaries; 6) developing tourism villages and innovation villages; 7) realizing OVOP (One Village One Product); 8) developing aquaculture and capture fisheries; 9) developing industrial estates; and 10) increasing the value of investment.

The economic pillar in *Bangga Mbangun Desa* in Cilacap Regency focuses on efforts to improve the welfare of the village community through various economic empowerment initiatives. One of the main components may be the development and strengthening of Village-Owned Enterprises (BUMDes), which aim to optimize the potential of the local economy and create new jobs.

This program has encouraged the formation of village cooperatives and joint business groups to increase public access to capital and markets. In the agricultural sector, which is the economic backbone of many villages in Cilacap, this program may have facilitated increased productivity through the introduction of agricultural technology, improvement of irrigation systems, and development of superior commodity value chains.

Efforts to diversify the village economy through the development of the community-based tourism sector and small-scale creative industries are also part of this strategy. Entrepreneurship training and skill development for village youth have been carried out to create a new generation of entrepreneurs.

The results of the achievement of this program can be seen from the increase in village per capita income, the decrease in the unemployment rate, and the growth in the number of MSMEs in Cilacap villages. In addition, this program has contributed to increasing the value of agricultural production and diversifying the sources of income for village communities.

The success of BUMDes in managing village assets and generating Village Original Income (PADes) can also be an indicator of the success of the program. However, challenges such as limited market access for village products, limited infrastructure to support the economy, and the need to increase business management capacity at the village level still need to be addressed to maximize the impact of this program in the long term

4. Socio-Cultural Environment

The core of the sociocultural environment pillar is the growth, development, and strengthening of social capital as development capital supported by adequate infrastructure (Engbers et al., 2017). Social capital functions as an adhesive and, at the same time, an accelerator of the development process based on cultural values, especially the local culture that exists and lives in a community (Olives & Kawachi, 2015). Social capital includes formal institutional factors in the form of institutions, government apparatus, and regulations, as well as non-formal and informal institutional factors such as prevailing norms, customs/customs, traditional values, arts, and culture that live in the community. All of these constitute cultural wealth and, at the same time, become capital to achieve development goals. Institutional support such as the creation of a professional, clean and accountable bureaucratic climate is a development strategy based on the socio-cultural environment and infrastructure pillars.

The focuses and priorities of the environmental and sociocultural pillars in

Bangga Mbangun Desa are 1) improving the quality and quantity of district roads and bridges; 2) improving the quality of irrigation areas and their networks; 3) improving access to clean water and drinking water; 4) improving access to proper sanitation (towards stopping open defecation); 5) handling of slum areas; 6) improving the quality of landfills; 7) 3R management: (Reuse, Recycle, Reduce); and 8) building green spaces in each sub-district.

The focus and priorities of the environmental and socio-cultural pillars in *Bangga Mbangun Desa* are 1) improving the quality and quantity of district roads and bridges; 2) improving the quality of irrigation areas and their networks; 3) improve access to clean water and drinking water; 4) improving access to proper sanitation (towards stopping open defecation); 5) handling slums; 6) improve the quality of landfills; 7) 3R Management: (Reuse, Recycle, Reduce); and 8) building green spaces in each sub-district.

The pillar of Socio-Cultural Environment in *Bangga Mbangun Desa* in Cilacap Regency aims to strengthen social cohesion, preserve local cultural heritage, and improve the quality of the environment in villages. This program has initiated various activities that encourage community participation in development, such as more inclusive village deliberations and the formation of non-governmental groups. Efforts to preserve local culture are reflected in support of traditional arts, village cultural festivals, and local wisdom documentation programs. In terms of the environment, this program has encouraged greening initiatives, community-based waste management, and conservation of local natural resources. The empowerment of women and village youth in social and cultural activities is also an important focus.

The results of the achievement of this program can be seen from the increase in community participation in mutual cooperation activities, the decrease in social conflicts, and the growing awareness of the importance of environmental and cultural conservation. Other indicators of success include an increase in the number of active cultural arts groups, an increase in green open spaces in villages, and increased environmental cleanliness. This program has also contributed to strengthening local identity and the community's sense of pride in their village.

Bangga Mbangun Desa implemented by the Cilacap Regional Government is a manifestation of the community-based development paradigm that has gained momentum in post-reform Indonesia. This initiative reflects a shift from a centralistic top-down approach to a more participatory bottom-up model in rural development (Antlov et al., 2016). The program is based on the principles of community empowerment, where villagers are not only the objects of development, but also active subjects involved in the planning, implementation, and evaluation of development projects.

One of the key aspects of this program is strengthening the institutional capacity of the village. Through training and mentoring, village officials are expected to improve their abilities in government management, financial management, and development planning (Syukri et al., 2013). This is in line with the spirit of Village Law No. 6 of 2014, which gives greater autonomy to villages in managing their own development.

In terms of economy, *Bangga Mbangun Desa* has the potential to stimulate local economic growth through the development of Village-Owned Enterprises (BUMDes) and the empowerment of Micro, Small, and Medium Enterprises (MSMEs). This approach is in line with the concept of the people's economy which emphasizes the economic participation and empowerment of local communities (Mubyarto, 2014). However, challenges such as market and capital access, as well as the entrepreneurial capacity of village communities, need to be overcome to maximize this economic potential.

In the socio-cultural context, this program can serve as a catalyst to strengthen social capital and cohesion of village communities. Through the process of participatory planning and mutual cooperation in the implementation of the project, social ties between villagers

can be strengthened (Beard, 2007). However, it is necessary to pay attention to the potential conflicts that may arise due to differences in interests or perceptions of injustice in the distribution of program benefits.

From an environmental perspective, this program opens up opportunities to integrate sustainable development principles in village development. Initiatives such as community-based waste management, water resource conservation, and village-scale renewable energy development can be an integral part of this program (Ministry of Environment and Forestry, 2018).

Nonetheless, some potential challenges need to be anticipated. First, the risk of elite capture, where the benefits of the program are more widely enjoyed by the village elite, needs to be mitigated through strong transparency and accountability mechanisms (Dasgupta & Beard, 2007). Second, the capacity gap between villages can result in uneven program implementation. Therefore, a differentiated assistance strategy based on the level of village readiness needs to be considered.

Periodic evaluation and program adaptation based on learnings from implementation in the field will be the key to the sustainability and effectiveness of *Bangga Mbangun Desa* in the long term. Multi-stakeholder collaboration involving local governments, academia, the private sector, and civil society organizations can also enrich and amplify the impact of these programs.

Bangga Mbangun Desa in Improving Regional Development

Since the enactment of Law No. 23 of 2014 concerning Regional Government, it has provided a new paradigm in the government administration system. This is an effort to create usability and improve community welfare through increasing regional competitiveness and public services. In line with this, the consequences of implementing accountable public services if the local government of Cilacap Regency builds good governance.

Through *Bangga Mbangun Desa*, the local government of Cilacap Regency has developed innovative programs. This is done as an effort to accelerate regional development goals and priorities. Some of these innovation programs include:

a. Addressing Poverty Through Integrated Data-Based Development Planning

Poverty is an urgent development issue and requires systematic handling measures to realize a life of dignity (Siregar, 2018). There are five strategies for tackling poverty, namely: (1) reducing the burden of expenditure on the poor; (2) improving the ability and income of the poor; (3) developing and ensuring the sustainability of micro and small enterprises; (4) empowerment of the poor to meet basic needs; (5) synergize poverty management policies and programs (Sianturi et al., 2021).

This strategy is implemented through the integration of the Integrated Database (BDT)/ Integrated Social Welfare Data (DTKS) into the Cilacap Development Planning Information System (SIPPeCI)/e-Planning, which serves to accommodate proposals for poverty reduction programs and activities. With the BDT/DTKS, there will be synchronization, synergy, and harmonization of regional development planning in poverty reduction that is right on target.

b. Volunteer Fire Brigade to Response Time (Balakar to Response Time)

This innovation is motivated by the fact that the area of Cilacap Regency, which reaches 225 thousand hectares and has a population of 1.9 million people. These geographical conditions have not been balanced with the availability of appropriate fire service units in each area of Cilacap Regency. This has an impact on the duration of fire service response time, which is still low. In 2017, the average response time rate was 20.24 minutes, with a performance percentage of 43%. By looking at this

issue, the Cilacap Regency government created the Barisan Suka Rela Api program towards Response Time (Balakar to Response Time).

Balakar to Respon Time is a fire prevention program that empowers community groups in each region and they are equipped with basic technical skills in dealing with fires. In addition to being equipped with an understanding of fire prevention, Balakar is also trained to be able to operate all fire protection equipment like UPT Fire Department officers. The basic concept of the formation of the Volunteer Fire Brigade (Balakar) is to place the community not as an object, but as the subject of fire management. The success of this innovation can be proven by the award from the central government through the Ministry of State Apparatus Empowerment and Bureaucratic Reform included in the Top 99 and Top 45 Public Service Innovations in 2019.

c. Farmer Stall

Farmer stalls are a program of buying and selling activities directly between producer farmers (as sellers) and the community (as consumers). Farmer stalls are different from farmers' shops and cheap markets (Bentley et al., 2016). The price in the farmer's stall is determined by the farmer himself and is certainly better than the price in the market in general. The purpose of this farmer's stall is to shorten the distribution chain of agricultural products, improve the accessibility of agricultural products, and improve the welfare of farmers by increasing the difference in the selling price of agricultural products. The products sold in farmers' stalls are agricultural products produced by Cilacap farmers. This farmer stall can be meaningful as an intervention from the local government of Cilacap Regency to increase competitiveness and help stabilize the price of agricultural products, especially when there is a price drop at the farmer level.

d. Road and Bridge Database Information System (Simbaja)

Cilacap Regency is the largest regency in Central Java Province, has a regency road length of 1,269.20 km with 583 units of road sections. It is challenging to present road/bridge condition data quickly, precisely, and accurately. One way to answer this challenge is to give information through a digital map of the road/bridge network in an application based on the Geographic Information System. Related to this, Bappeda Cilacap has developed a Road and Bridge Database Information System (Simbaja) application. Through this Simbaja, stakeholders can exchange information about the status of authority, conditions, current photos, and the location coordinates of the location of roads and bridges. With the availability of this Simbaja application, it will make it easier for stakeholders to access road and bridge information quickly, accurately, and actually, so that stakeholders can make decisions in carrying out the development process, such as the construction of new roads/bridges, improvements, maintenance and repairs.

e. One-Stop Drug-Resistant Tuberculosis Complete Service (Lantas Santap TB RO)

Drug-resistant tuberculosis is a condition where tuberculosis bacteria can no longer be killed with one or more anti-tuberculosis drugs. Tuberculosis is a public health problem that is a global challenge both in Indonesia and globally (Arsiaty & Manik, 2023). This disease is a contagious infection with airborne transmission and affects all age groups, both adults and children. Based on the WHO Global Tuberculosis Report (2017), globally new tuberculosis cases reached 6.3 million, or 61% of tuberculosis incidence (10.4 million). Tuberculosis is the top 10 leading cause of death worldwide; tuberculosis deaths globally are estimated at 1.3 million patients. At the world level, Indonesia's number of tuberculosis cases ranks 3rd below India. Indonesia's tuberculosis incidence rate is 391 per 100,000 population and mortality rate is 42 per 100,000.

Lantas Santap TB RO is an innovation with an integrated one-stop complete service with the full involvement of the Cilacap Hospital team and peer educators (TB Care Aisyiyah and the SEMAR Community/former RO TB patients who have recovered). This program is a form of realizing hospitals (health sector) supporting the SDGs 2030 program toward a TB-free Indonesia. The peculiarities of this program include the following:

- 1) The existence of a complete one-stop service starting with patient examination at a hospital that provides registration services, outpatient care, inpatient care, pharmacy / medicine, laboratory, radiology, audiometry, and other supporting examinations, making it easier for patients to access examination and treatment in one place and able to minimize the transmission of DR-TB disease so as not to infect other patients.
- 2) Free treatment services (outpatient, inpatient and supporting examinations) until recovery.
- 3) Provision of supplementary food and treatment transportation assistance of Rp 750,000 per month for DR-TB patients (assistance from the Global Fund).
- 4) Involvement of mentoring by the DR-TB team (case managers) and peer educators.
- 5) Availability of a 24-hour hotline (via telephone/SMS/WA) with a mobile number 081392184992 for patient counseling services.
- 6) Sitrust Service (Trekking Information System for Specimen Transport) makes it easier for patients to examine specimens for diagnostic enforcement purposes. The existence of Sitrust facilitates the process of sending specimens (sputum samples) from puskesmas in the Cilacap Regency area to Cilacap Regional Hospital for DR-TB diagnostic laboratory tests sent through the post office.
- 7) A patient transfer/handover system with free services across regions exists.
- 8) Patients who recover will be given a certificate of completion of treatment from the Director of Cilacap Hospital as a form/proof of having successfully carried out treatment for 24 months.

After this program was implemented through the *Bangga Mbangun Desa* policy, the impacts that the people of Cilacap Regency can feel are:

- a) The program succeeded in reducing the mortality ratio from 13 people (19.12%) in 2017 to 7 people (9.86%) in 2018.
- b) The patient recovery rate increased to 11 people in 2019. Patients who participated in the DR-TB treatment program until March 2019 were 153 patients.
- c) The number of suspected TB patients tested by molecular rapid tests increased to 1,170 (2017), 1,630 (2018) and 501 (2019).
- d) Easier and closer access to treatment, so that patients do not have to go to Friendship Hospital Jakarta/RSUD dr. Moewardi Solo/RSUP dr. Karyadi Semarang (LKJIP Cilacap Regency, 2019).
- f. Smart Kir Bang Bade (Bangga Mbangun Desa Integrated Kir Test Management System)

Transportation has a strategic role in supporting community mobility and the mobility of goods to support equity, economic growth and national stability. The emergence of burning issues almost occurs throughout the area which causes kir test services to tend to run in place. The problems that occur are not only related to service procedures, but also have not been able to meet the demands of the community for services based on transparency and ease of service in driving tests. This can be proven by the low test participation in 2017 of 54%. People are still reluctant to carry out tests due to long queues and there are still many acts of unscrupulous service providers or brokers who carry out activities not in accordance with the provisions.

Smart Kir Bang Bade is one of the alternative breakthroughs and innovations in

motor vehicle testing services. This system is an effort to provide accessible, fast, practical, and convenient access for the community. The steps in using this system are come, register, sit, and delivered. The applicant only registers, takes the queue number, makes the payment directly to the bank, then sits while the inspection process takes place. Furthermore, the officer will deliver the test results.

g. Tourism Health Center Breakthroughs in Child-Friendly and Disabled Services

This program aims to: 1) provide a sense of security, comfort and fun to visitors to health center, which will help the healing process of the disease; 2) minimize accidents for staff and visitors; 3) early detection of deviations in child development; and 4) improve the degree of public health (Apriyanti et al., 2022). The results that can be felt by the Cilacap Regency community towards this program, namely 1) patients feel comfortable at the puskesmas. This can be seen at Puskesmas Wanareja II, where patients do not have to wait long to be examined; 2) all kindergarten/RA/PAUD institutions in the Cilacap Regency area participate in the Bocilku Sehat activity, so that children's health status is well monitored; 3) There are 9 elderly posyandu located in 5 assisted villages (LKJIP Cilacap Regency, 2020).

Bangga Mbangun Desa implemented in Cilacap Regency is a community-based development initiative that aims to improve the welfare and quality of life of rural communities. Through a participatory approach, this program has contributed significantly to regional development in several key aspects.

First, in terms of education, this program has contributed to increasing the Pure Participation Rate (APM) for the elementary and junior high school levels by 5% and 7%, respectively (Cilacap Regency Education Office, 2023).

Second, in the health sector, this program has succeeded in reducing the stunting rate by 10% and increasing the coverage of complete basic immunization to 95% (Cilacap Regency Health Office, 2024).

Third, in the economic sector, this program has encouraged local economic growth through the development of Village-Owned Enterprises (BUMDes) and the empowerment of Micro, Small, and Medium Enterprises (MSMEs). According to data from the Cilacap Regency Community and Village Empowerment Office (2023), the number of active and profitable BUMDes has increased by 30% since the start of this program.

Fourth, in the context of the environment and socio-culture, this program has encouraged increased community participation in environmental conservation activities, with 80% of villages in Cilacap now having an active waste bank (Cilacap Regency Environmental Agency, 2023). However, challenges such as development gaps between villages and the sustainability of post-mentoring programs still need to be overcome.

An independent evaluation conducted shows that this program has contributed to an increase in the Average Village Development Index by 0.05 points. Overall, *Bangga Mbangun Desa* has proven to be an effective catalyst in encouraging inclusive and sustainable regional development in Cilacap Regency.

Bangga Mbangun Desa: The Economic Structure of Cilacap Development

Development construction is interpreted as an activity in building facilities and infrastructure. The government has the task of regulating the economy, so an economic policy structure is needed to ensure the fulfillment of community needs (Kahf, 1995). Nevertheless, in essence, the economic structure is the implementation of an economic system that aims to improve people's welfare through the development process.

Dumairy (1999) explains that the economic structure can be seen from four different perspectives, namely: (1) macro-sectoral review; (2) spatial review; (3) state administration review; and (4) decision-making bureaucracy review. Of the four types of reviews, they can be classified into pure economic reviews (macro-sectoral and spatial) and political

reviews (state administration and decision-making bureaucracy). When associated with the structure of the *Bangga Mbangun Desa* policy as a construction of Cilacap Regency regional development, it can be analyzed that:

- 1. When viewed from macro-sectoral perspective, the construction of Cilacap Regency regional development is agrarian in structure (in agriculture);
- 2. When viewed from a spatial perspective, the economy of Cilacap Regency has a rural/traditional structure, because rural areas still use traditional technology in agriculture;
- 3. In terms of state administration, the Cilacap Regency regional development process is ethnically structured, because *Bangga Mbangun Desa* is an effort to create community welfare evenly and the government intervenes or becomes the main actor in the economy;
- 4. When viewed from the decision-making bureaucracy, the construction of Cilacap Regency regional development is decentralized, because the regional government gives authority to village governments to manage and regulate their respective villages in order to realize an increase in the welfare of the village community evenly.

In essence, *Bangga Mbangun Desa* is the spirit of implementing the Cilacap Regency regional development process. However, this development is not just about building the community's economy or building physical facilities and infrastructure, but also building their mental attitude. The process of building mental attitudes can be measured by four main things: freedom, justice, morals, and happiness. *Bangga Mbangun Desa* aims to create prosperity and reduce poverty and unemployment.

The *Bangga Mbangun Desa* program is a village development initiative implemented in Cilacap Regency, Central Java, to improve the welfare of village communities through local economic empowerment and infrastructure development. The analysis of the economic structure in this program shows several important aspects that affect the dynamics of village development in Cilacap Regency.

First, this program focuses on the development of the agricultural sector as the backbone of the village economy. According to the Central Statistics Agency of Cilacap Regency (2023), the agricultural sector accounts for around 25% of the district's total Gross Regional Domestic Product (GDP). The *Bangga Mbangun Desa* program encourages agricultural intensification through the introduction of modern technology and capacity building for local farmers. This is in line with the findings of Widodo and Sulistyowati (2022) who stated that agricultural modernization can increase the productivity and income of farmers in rural areas.

Second, economic diversification is one of the main strategies in this program. The development of the village tourism sector (tourism villages) and household industries is emphasized to create alternative sources of income for village communities. According to a report by the Cilacap Regency Tourism Office (2024), the number of tourists visiting tourist villages in Cilacap increased by 30% in 2023 compared to the previous year. This shows the significant potential of the tourism sector in supporting the village economy.

Third, this program also emphasizes the importance of developing Micro, Small, and Medium Enterprises (MSMEs) as a driver of the village economy. Microcredit facilities and entrepreneurship training are provided to encourage the growth of MSMEs. Research conducted by Pratiwi and Cahyono (2023) shows that MSME empowerment programs in Cilacap villages have succeeded in increasing the average income of business actors by 15% in one year.

Fourth, infrastructure is an important component in the economic structure of this program. Improving village roads, building irrigation networks, and increasing broadband internet access are priorities to support economic activities. According to data from the Cilacap Regency Public Works Office (2024), throughout 2023, 150 km of village road repairs have been carried out, and an irrigation network has been constructed covering an area of 5000 hectares.

Fifth, this program also pays attention to environmental sustainability in village economic development. The application of environmentally friendly agricultural practices and the development of renewable energy at the village level is an integral part of the program. A study conducted by Nugroho et al. (2023) showed that villages in Cilacap that implemented sustainable agricultural practices experienced improved soil and water quality, which in turn had a positive impact on long-term agricultural productivity.

The economic structure in the *Bangga Mbangun Desa* program in Cilacap Regency shows a holistic approach that integrates various economic sectors, while still paying attention to local potential and environmental sustainability. However, challenges such as inequality of access to resources and markets, as well as human resource capacities that vary between villages, still need to be addressed to maximize the impact of these programs in the long term.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Bangga Mbangun Desa is the spirit that underlies the process of implementing regional development in Cilacap Regency. It aims to improve community welfare evenly, which is not only concentrated in urban areas, but in all rural areas of Cilacap Regency. Looking at the construction of regional development through Bangga Mbangun Desa, the Cilacap Regency government's policy emphasizes the agrarian-structured development process (agriculture) in rural areas. The economy of Cilacap Regency is also ethnically structured, because Bangga Mbangun Desa is basically a government intervention to create community welfare that does not only focus on urban areas, but also in rural areas. In addition, the Cilacap Regency government gives authority to village governments to manage and regulate their respective villages. This is realized with innovative programs such as poverty alleviation through integrated data-based development planning; Balakar to Response Time; farmer stalls; Simbaja; Lantas Santap TB RO; Smart Kir Bang Bade; and child-friendly and disabled service breakthrough tourist centers.

Recommendations

As a consideration and further development process, it is necessary to increase the human resources of Cilacap Regency local government employees according to their abilities, so that the *Bangga Mbangun Desa* policy has a more optimal role in improving the welfare of the Cilacap community. In implementing the *Bangga Mbangun Desa* policy, there needs to be active participation and community involvement in making regional development policy directions, so that the community and local governments can work together in achieving regional development goals.

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