



Strategy to Improve the Status of Becoming an Advanced Village in Pakuhaji Village, West Bandung Regency-Indonesia (SOAR Model Application)

Fajar Muhammad Sidik^{1*}, Aan Julia², Meidy Haviz³

^{1,2,3}) Economic Development Study Program, Faculty of Economics and Business, Unisba, 40116 Bandung, West Java, Indonesia

Corresponding Author Email: fajarmuhammadsidiq2802@gmail.com

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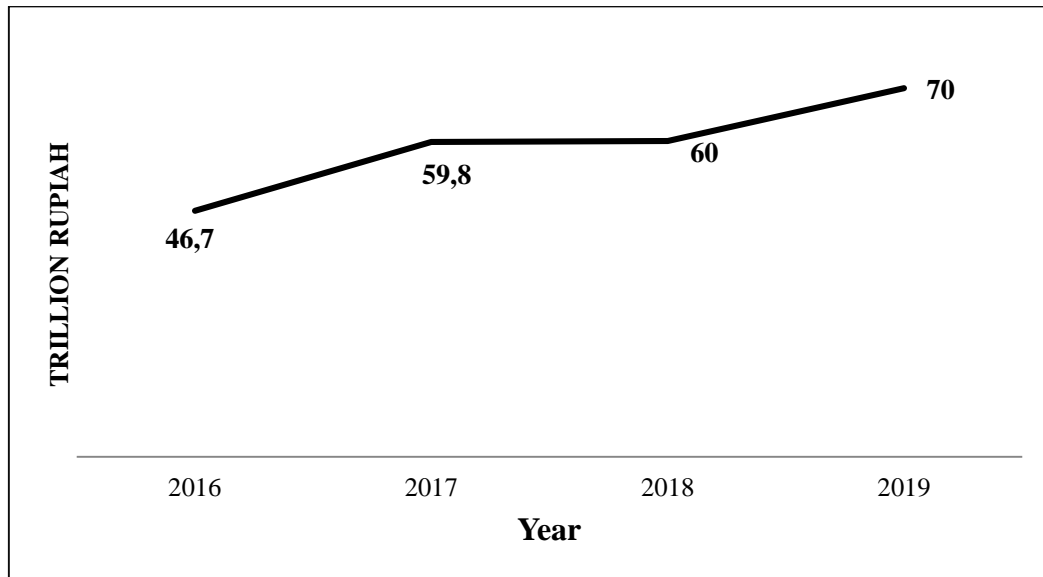
ABSTRACT

As stated in the 2020-2024 National Mid-Term Development Plan, to support efforts to achieve the development goals of rural areas, namely reducing the number of underdeveloped villages to developing villages by 7000 villages, and increasing the number of villages developing into independent villages by 3000 villages. To reach a developed village, an effective strategy is needed. The research objective was to identify an effective strategy towards a developed village in Pakuhaji Village by using the SOAR model application. This research uses descriptive qualitative research methods. This type of data consists of primary data obtained through observation and interviews with the Pakuhaji Village Officials as many as 10 respondents. Meanwhile, secondary data is obtained from report documents, regulations, as well as research results related to the strategy to upgrade the status to a developed village in Pakuhaji Village. The results of this study indicate that the status of Pakuhaji Village has a Build Village Index value of 0.6784, a developing village status with a Social Resilience Index of 42.7 percent, and Economic Resilience Index of 27.8 percent, and an Environmental Resilience Index of 29.5 percent. After analyzing Strengths, Opportunities, Aspirations, and Results (SOAR), a strategy can be found to reach a developed village in Pakuhaji Village. Several strategies can be carried out, namely, 1) Building human resources by increasing community empowerment through efforts, developing entrepreneurship-based non-formal education. 2) Developing village economic enterprises to meet community needs through efforts,

1. INTRODUCTION

The village is the estuary of the entire development process, so the development design must accommodate all aspects that are developing dynamically and are oriented towards building the village and its community. In essence, village development plays an important role which is an integral part and synergizes with regional and national development. In other words, the meaning of state development is village development as a real mirror and should be put forward (Tama, 2013). Following Law number 6 of 2014, that the goal of village development is to improve the welfare of rural communities, the quality of human life, and alleviate poverty (dpr.go.id, 2015). As stated in the 2020-2024 National Medium-Term Development Plan, to support efforts to achieve development goals for disadvantaged areas, border areas, and rural areas, namely the decrease in the number of underdeveloped villages to developing villages by 7000 villages, and an increase in the number of villages developing into independent villages by 3000 villages (bappenas.go.id, 2019). Based on the Developing Village Index in the Village Ministerial Regulation No.2 of 2016, the status of village progress and independence is described with a classification which is expected to facilitate understanding of the current situation and condition of the village, as well as how policy steps must be developed to support the improvement of village life to be more advanced and independently. (idm.kemendes.go.id, 2019). Based on Law No. 6 of 2014, villages have a source of income, namely the village's source of income, regional tax revenue sharing, and district/city regional retribution. part of the central and regional financial balance funds received by districts/cities, budget allocations from the State Revenue and Expenditure Budget, financial assistance from the Provincial Revenue and Expenditure Budget and Regency / City Regional Revenue and Expenditure Budget, as well as grants and donations that are not binding on parties third (dpr.go.id, 2015). The source of village income functions to fund the implementation of village authority which includes government administration, development, community empowerment, and society. One of the government's strategies in increasing the

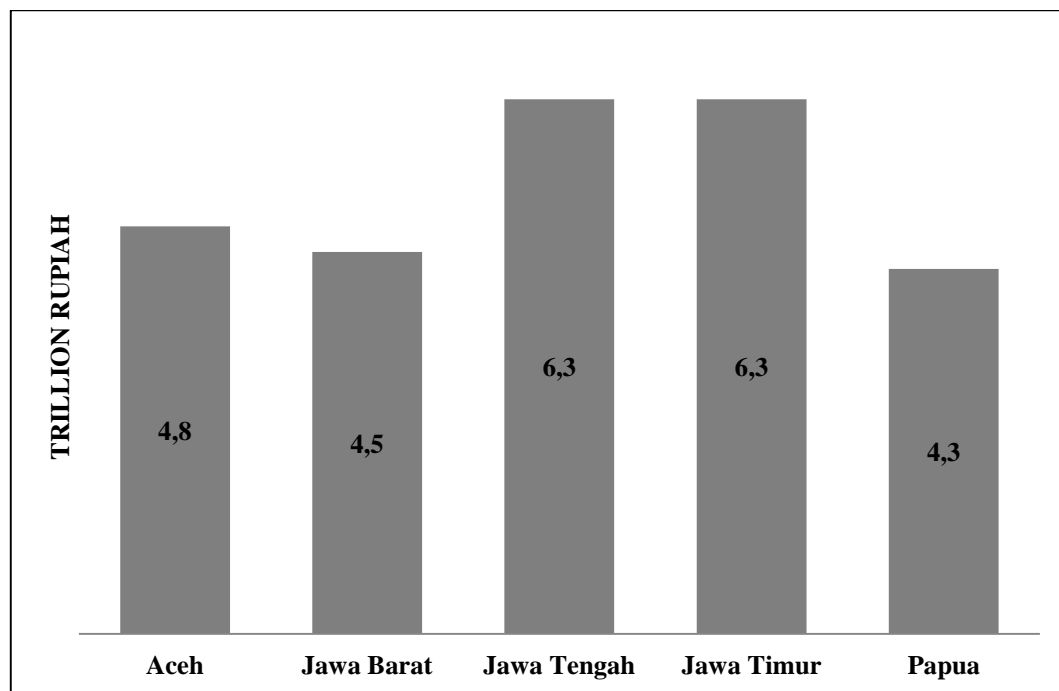
standard of living of rural communities is to assist in the form of Village Funds. In the Regulation of the Minister of Villages, Development of Disadvantaged Areas and Transmigration number 16 of 2018 concerning priority for the use of Village Funds.



Source: State Budget Information, 2019, Research Processed

Figure 1. Village Fund Budget for 2016-2019

West Java Province is one of the largest recipients of Village Funds in Indonesia by receiving Village Funds of 4.5 trillion rupiahs and has a total of 5,312 villages (djpk.kemenkeu.go.id, 2018). The rural poverty rate in West Java Province is 1.7 million people or 11.80 percent of the total population living in rural areas (Pusdalibang Jabar, 2018). Based on the West Java RPJMD 2018-2024 the achievement of performance indicators in rural and regional economic development in 2013-2017 has not been achieved according to the target set (bappeda.jabarprov.go.id, 2019).



Source: Ministry of Finance DJPK, 2018, Research Processed

Figure 2. Five Biggest Recipient Provinces for Village Funds, 2017

One of the areas that experienced an increase in Village Funds in West Java is West Bandung Regency, in 2019 Village Fund revenue reached 241 billion rupiahs, greater than 2018 which was only 198 billion rupiahs, the Central Government also provided Village Fund Allocation (ADD) amounting to 120 billion rupiahs which are also bigger than 2018 amounting to 119 billion rupiahs. If the total Village Fund budget and Village Fund allocation in 2019 amounted to 361 billion for 165 villages throughout West Bandung Regency (jabarekspres.com, 2019).

Table 1. Village Status in Ngamprah District

No.	Village Name	IDM Value	Village Status
1	Mekarsari	0.73	Up
2	Cimareme	0.765	Up
3	Tanimulya	0.894	Independent
4	Bojongkoneng	0.726	Up
5	Cilame	0.858	Independent
6	Pakuhaji	0.674	Developing
7	Cimanggu	0.723	Up
8	Ngamprah	0.722	Up
9	Margajaya	0.676	Developing
10	Gadobangkong	0.774	Up
11	Sukatani	0.717	Up

Source: idm.kemenDesa.go.id, 2019, Research Processed

One of the sub-districts in West Bandung Regency where almost all of its villages are advanced and independent is Ngamprah District, as many as 82 percent of the 11 villages are developed and independent, while the rest are still developing, namely Pakuhaji Village and Margajaya Village, both of which have almost the same IDM value. , namely, Pakuhaji Village has an IDM value of 0.674 while Margajaya Village has an IDM value of 0.676 but when viewed from the openness of the area Pakuhaji Village is superior with a score of 15 while Margajaya Village is 9. The Village Fund received by Pakuhaji Village is also greater, namely 1, 38 billion rupiah while Margajaya Village was 1.23 billion rupiahs (kemendes.go.id, 2019). Pakuhaji Village has more potential to become a developed village, based on Investment Opportunities in West Bandung Regency DPMTSP District, Pakuhaji Village has the potential in agriculture in the form of grass raw materials with a land area of 178 hectares with a production of 10 tons, while in the livestock sector it is livestock. cattle and sheep with a land area of 3 hectares and a production of 5 tons (dpmtsp.bandungbaratkab.go.id). Besides, there are several tourist or recreation spots including Horse Tours and Warung Liwet Pakuhaji, Pakuhaji 50 (PH50). Based on the description above, it is necessary to study more deeply regarding the "Strategy to Improve the Status of Being an Advanced Village in Pakuhaji Village, Ngamprah District, West Bandung Regency with the SOAR Analysis Method Approach (Strengths, Opportunities, Aspirations, Results)". Based on the previous description, the problem formulations in this research are: First, what are the current conditions of the strengths (strengths) and opportunities (Opportunities) of Pakuhaji Village? Second, what are the aspirations and results of Pakuhaji Village towards a developed village in the future? Third, what is the strategy towards a developed village in Pakuhaji Village using the SOAR analysis method approach (Strengths, Opportunities, Aspirations, Results)?

2. LITERATURE REVIEW

In essence, development is a process of change plan in a sustainable manner, with a better goal than the previous condition. According to Siagin (in Regar et al, 2018) development is a series of planned growth and change efforts made consciously by a nation, state, and government towards modernity in the framework of nation-building. According to Kartasmita (in Regar et al, 2018) development is a process of change for the better through planned efforts. According to Todaro (in Regar et al, 2018) development must be redirected as an attack against world corruption or crime, such as malnutrition, disease, illiteracy, setbacks, unemployment, inequality, or injustice. According to Wikirannolo and Dwijiwinoto (in Susilawati, 2014), the development concept developed in Indonesia suggests the following stages:

- [1] Growth strategy
- [2] Growth and distribution
- [3] Appropriate technology
- [4] Basic needs
- [5] Sustainable development
- [6] Empowerment

The definition of sustainable development according to the Brundland Report (in Pratiwi et al, 2018) is a development that meets the needs of the current generation without sacrificing the needs of future generations. According to Tanguay et al (in Pratiwi et al., 2018), the concept of sustainable development consists of three aspects, namely economic, social, and environmental. Sustainable development is one of the long-term development efforts that are comprehensive and involve various disciplines (Yang in Pratiwi et al, 2018). In the long run, a balanced development strategy is needed between economic, social, and environmental aspects supported by good institutional aspects. Based on Law number 6 of 2014, village development is an effort to improve the quality of life and life for the maximum welfare of the village community. The objectives of village development are to improve the welfare of rural communities and the quality of human life and poverty alleviation through meeting basic needs, building village facilities and infrastructure, developing local economic

potential, and utilizing natural resources and the environment in a sustainable manner (dpr.go.id, 2015). Village development and village community development have a slightly different meaning. According to Sumarja (in Nurman, 2015) village community development is a development effort that is only directed at human quality, while village development is a village community development effort that is also in line with their environment. According to Djiwandono (in Nurman, 2015), the objectives of village development include:

- [1] The economic objective is to increase the productivity of rural areas to reduce poverty in rural areas.
- [2] Social objectives are directed at equitable distribution of the welfare of the villagers.
- [3] Cultural objectives in the sense of improving the quality of life in general for rural communities
- [4] The policy objective is to grow and develop the maximum participation of rural communities in supporting development efforts as well as in utilizing and developing development outcomes.

Based on the previous description, to achieve these goals, aspects related to natural resources, human resources, and capital resources are needed. According to Napitulu (in Azizah, 2017) human resources are the most important aspect in terms of development efforts, utilization, and developing development results. Village development aims to improve the welfare of rural communities including aspects of life and livelihood. According to Nurman (in Hidayah, 2018) village development planning is a model for finding potential and ideas for village development that prioritizes community functions in the development process. In general, village development planning contains the following meaning:

- [1] Planning is a series of analytical activities starting from identifying community needs to determining development programs
- [2] Environmental development planning, all programs to increase the welfare, peace, prosperity, and peace of the community in the settlement environment from the RT, RW, hamlet, and village levels.
- [3] Development planning rests on the problems, needs, aspirations, and resources of the local community.
- [4] Village planning is a concrete manifestation of the community's role in building the future.

Based on the PDPTT Permendes number 6 of 2016, the Building Village Index is a composite index of the Social Resilience Index, the Economic Resilience Index, and the Ecological Resilience Index. The Build Village Index is prepared to support the government's efforts in dealing with underdeveloped villages and the improvement of independent villages (Kemendes PDPTT, 2016). Providing basic data and information for village development. Based on the PDPTT Permendes number 6 of 2016, the objectives of compiling the Build Village Index are: Components of the Build Village Index; Status of progress and village independence; Use and management of Village Build Index data. Kemendes PDPTT has three approaches known as the Village Building Pillars which are expected to lead to the development of priority programs to strengthen steps for village progress and independence. The three pillars can be explained as follows:

- [1] Wiradesa Community Network. Strengthening human quality by increasing opportunities and choices in the efforts of villagers to uphold their rights and dignity, as well as increasing their welfare as individuals, families, and collectives of villagers
- [2] Village Economic Granary. Potential resources in the village can be converted into an economy that involves the existence of capital, economic organization, added value, and economic prosperity.
- [3] Village Cultural Circle. The social movement for village development does not depend on individual initiation, does not depend on incentives but rather on cultural vocations. Based on the circle of village culture, village development must be carried out because of collectivism, in which there is togetherness, brotherhood, and awareness to make changes collectively

The Developing Village Index classifies villages into five statuses, namely: (i) the village is very backward; (ii) underdeveloped villages; (iii) developing villages; (iv) developed villages; and (v) independent villages. Village classification to show the diversity of characters for each village's natural scores range from 0.27 to 0.92. The village status classification is determined by the following thresholds:

- [1] Very Disadvantaged Village : ≤ 0.491
- [2] Disadvantaged Village : > 0.491 and ≤ 0.599
- [3] Developing Village : > 0.599 and ≤ 0.707
- [4] Advanced Village : > 0.707 and ≤ 0.815
- [5] Independent Village : > 0.815

3. METHODOLOGY

To produce research that does not deviate from the stated objectives, the research method used is descriptive qualitative. According to Sugiyono (2013), qualitative research methods can be interpreted as naturalistic research methods because the research is carried out in natural conditions (natural setting) which is also called the ethnographic method. After all, initially, this method was mostly used for research in the field of cultural anthropology, referred to as qualitative methods. Because the data collected and the analysis are more qualitative, and the results of qualitative research emphasize the meaning of generalizations. The descriptive understanding according to Sugiyono (2013) is a method that serves to describe or give an overview of the object under study through data or samples that have been collected as they are, without analyzing and making generally accepted conclusions. The types of data used in this study are primary data and secondary

data. Primary data obtained from direct interviews with village officials and community leaders in Pakuhaji Village, Ngamprah District, West Bandung Regency. Apart from exploring primary data, this study also collected secondary data that could be obtained from the Central Bureau of Statistics, previous studies, and documentation. The analysis method used in this study is the SOAR analysis method (Strengths, Opportunities, Aspirations, Results). Stavros, Cooperrider, and Kelly (2003) offer the SOAR concept as an alternative to SWOT analysis. This analysis model assumes that factors of deficiency and threats can generate negative feelings for members of the organization, thereby reducing their motivation to do their best. Four factors must be included in the SOAR analysis. First, Strength (S). The things that are the greatest strengths and assets owned are disclosed, both tangible assets, and intangible assets. Second, Opportunities (O). This means that an analysis of the external environment is carried out to identify the best opportunities it has. Third, Aspirations (A). The members of the organization share their aspirations and design the future conditions they dream of. Fourth, Results (R).

4. RESULTS AND DISCUSSION

4.1 Position of Pakuhaji Village based on the Village Build Index (IDM)

The Village Development Index (IDM) aims to determine the position and status of the village as well as the direction of the level of progress and village independence. The status of Pakuhaji Village based on IDM (2019) is a developing village with an IDM value of 0.6784. The indicators related to the Village Build Index in Pakuhaji Village are as follows.

[1] Social Conditions

Based on the IDM (2019) the value of the Pakuhaji Village Social Resilience Index is 42.7 percent of the IDM value (a) Health services in Pakuhaji Village have 1 unit of Polindes and Posyandu in each RW, as well as assistance from midwives. Based on the results of interviews with Pakuhaji Village officials, the problem faced related to health services is that community access to the Polindes is still not evenly distributed. The people of Pakuhaji Village in the northern part mostly choose to access health services to Cisarua District because of the closer distance. The number of health workers available in Pakuhaji Village is also still minimal, namely only a midwife who has a schedule twice a week in Pakuhaji Village (b) Access to non-formal education in Pakuhaji Village has been implemented in the form of sewing courses, but not yet sustainable or only limited to implementation, there is no monitoring and evaluation. (c) The condition of settlements in Pakuhaji Village related to sanitation access has no waste management, while there are 2,186 PLN units for electricity access in Pakuhaji Village. Pakuhaji Village has relatively minimal access to sanitation conditions, such as inadequate landfills and unavailability of waste bank management, most of the people of Pakuhaji Village prefer to burn garbage because the waste produced cannot be accessed by garbage collection provided by the West Bandung Regency Sanitation Office. (d) Pakuhaji Village has sports facilities in the form of a sports field covering an area of 0.5 hectares. (c) The condition of settlements in Pakuhaji Village related to sanitation access has no waste management, while electricity access in Pakuhaji Village has 2,186 PLN units. Pakuhaji Village has relatively minimal access to sanitation conditions, such as inadequate landfills and unavailability of waste bank management, most of the people of Pakuhaji Village prefer to burn garbage because the waste produced cannot be accessed by garbage collection provided by the West Bandung Regency Sanitation Office. (d) Pakuhaji Village has sports facilities in the form of a sports field covering an area of 0.5 hectares. Most of the people of Pakuhaji Village prefer to burn garbage because the waste produced cannot be accessed by the garbage collection provided by the West Bandung Regency Sanitation Office. (d) Pakuhaji Village has sports facilities in the form of a sports field covering an area of 0.5 hectares. Most of the people of Pakuhaji Village prefer to burn garbage because the waste produced cannot be accessed by the garbage collection provided by the West Bandung Regency Sanitation Office. (d) Pakuhaji Village has sports facilities in the form of a sports field covering an area of 0.5 hectares.

[2] Economic Conditions

Based on the IDM (2019) the value of the Pakuhaji Village Economic Resilience Index is 27.8 percent of the IDM value (a) There are 6 units of kiosks in Pakuhaji trading conditions, and no village market yet. Based on the results of interviews with village officials, Pakuhaji Village once held a spilled market every Sunday, but it did not work effectively because according to traders there were few buyers, as well as the available shops that did not last long due to lack of buyers. (b) Pakuhaji Village does not yet have access to logistics distribution and access to financial and credit institutions. (c) The economic institution in the form of Bumdes in Pakuhaji Village is not active. Previously, Bumdes Desa Pakuhaji was already active by producing sandals, selling fruit and vegetables, opening mini gas stations.

[3] Environmental conditions

Based on IDM (2019) the value of the Pakuhaji Village Environmental Resilience Index is 29.5 percent of the IDM value. (a) The quality of the environment in Pakuhaji Village based on the results of the interviews, many people in Pakuhaji Village are still burning rubbish which causes air pollution. (b) Potential disaster-prone areas in Pakuhaji Village in the form of landslides, as well as the presence of an active Lembang Fault which has the potential for an earthquake. The Pakuhaji Village Government has sought or taken action against potential natural disasters, namely by conducting training to anticipate natural disasters.

4.2 Strengths and Opportunities in Pakuhaji Village

4.2.1 Strength

Strengths are things that become a strength to reward all positive things. The strengths analyzed are factors contained in the organization, namely positive things that become the strength to achieve goals. Based on the results of research in the field, Pakuhaji Village has the following strengths:

[1] Production Diversity

There is more than one type of economic activity for the population in Pakuhaji Village. The following is the diversity of production of the Pakuhaji Village community:

a. Agriculture

The agricultural potential in Pakuhaji Village is supported by agricultural land of 29 hectares and as many as 1035 people from Pakuhaji Village work in agriculture. The agriculture in Pakuhaji Village has a variety of commodities, Pakuhaji Village has an area of 6 Ha of tomato land. With a yield of 60 tonnes / ha., 5 Ha of mustard land. With yields of 22 tonnes/ha, 2 ha of other tubers with yields of 11.20 tonnes/ha, and 16 ha of lowland rice. With a yield of 5.80 tonnes/ha.

b. Ranch

The potential for livestock in Pakuhaji Village has a variety of commodities, such as cattle, free-range chickens, broilers, ducks, sheep, rabbits, and as many as 350 Pakuhaji Village people work in the livestock sector. Pakuhaji village has 600 cattle, 11,250 native chickens. 10,000 broilers, 350 ducks, 625 sheep, 150 rabbits

c. Timber Management

The next potential in Pakuhaji Village is timber management. 115 people work in the wood management sector. There are 7 wood management units in Pakuhaji Village.

[2] Geographical location

Pakuahaji Village has strength in terms of geographical location, Pakuhaji Village is located above 700 meters above sea level. According to Junghun (in Utoyo, 2009), an altitude of around 700 to 1500 meters above sea level can be used for plantation land use which can be used to grow vegetables, fruit, and ornamental plants.

[3] Culture

According to C. Kluckhohn (in Astuti et al, 2017) culture is considered a universal cultural one of which is art. Pakuhaji Village has a culture in the form of Pencak silat which has 14 pagurons (silat colleges) that develop in 3 RWs. Pencak silat in Pakuhaji Village has been carried out hereditary and is widely followed by the younger generation so that in the future this culture can still be maintained.

4.2.2 Opportunities

According to Insani et al (2019) opportunities are things that are analyzed against the external environment to identify the best opportunities one has. The external environment is an area filled with all kinds of possibilities and opportunities. This requires a positive perspective in viewing the external environment which is changing very rapidly. Opportunity factors are related to government policies, tourist visits, and accessibility.

Based on the results of the research, the opportunities that Pakuhaji Village has are as follows.

[1] Regional Openness

Pakuahaji Village has good quality asphalt roads and can be traversed by motorized vehicles of four or more wheels along the 6.7 km, the road is access to Tanimulya Village, Cilame Village, and Cisarua District. The position of Pakuhaji Village has an area boundary in the north with the Cisarua District, in the south and west with the Tanimulya Village and Cilame Village areas, in the east bordering the North Cimahi District area. Based on this, Pakuhaji Village can collaborate with these areas, Pakuhaji Village can collaborate or conduct comparative studies with Tanimulya Village which already has Bumdes and waste bank management. Pakuhaji Village can also collaborate or have a comparative study with Cilame Village which is active in performing arts and culture activities.

[2] Central, Provincial and District Government Assistance

Based on the 2019 Pakuhaji APBDes, Pakuhaji Village received assistance from the Central Government of 1.38 billion rupiahs, the Provincial Government of 127.2 million rupiahs, and the District Government of 2.3 billion rupiahs. This assistance can be prioritized to run the village economy so that the ultimate goal can be to improve the welfare of the Pakuhaji Village community. Village funds are funds allocated in the APBN allocated to villages that are transferred through the district/city regional revenue and expenditure budget and are used to finance

government administration, development implementation, community development, and community empowerment (dpr.go.id, 2017)

[3] Science and Technology (Science and Technology)

Pakuhaji Village has 240 Telkom subscribers, 3,820 GSM subscribers, and 716 CDMA subscribers. The Pakuhaji Village Office also has Wifi internet access. Based on the 2019 Build Village Index, residents have cell phones and a strong signal gets a score of 5, internet access at the village office has a score of 5, there is internet access for residents who have a score of 5. Science and technology have an important role in empowering the Village. Science and technology can be utilized in cross-sectoral development, from the economy, health, education, environment, and village government.

4.3 Aspirations and Results

4.3.1 Aspirations

Aspiration relates to decision-holders to share aspirations and design dreamed future conditions that can generate confidence in work and institutions. This is very important to create a mutually agreed vision, mission, and values that guide the organization's management towards the future. Based on the results of the research, the authors formulated several points related to aspirations in improving the status of the village to become a developed village in Pakuhaji Village as follows.

- [1] Optimizing health services by providing residential facilities for midwives, so that midwives can stay or stay at the Polindes.
- [2] Improve community empowerment for health by placing a Polindes position that can be easily accessed by all Pakuhaji Village people
- [3] Making access to non-formal education such as sustainable entrepreneurship course activities
- [4] Improve access to sanitation by providing landfills and waste bank management.
- [5] Reviving Bumdes economic institutions following the potential of Pakuhaji Village. Bumdes can provide needs for agriculture and animal husbandry.

4.3.2 Results

According to Insani (2019) results means determining the measurement of the results to be achieved (measurable results) as strategic planning, to determine the extent to which the goals have been mutually agreed upon. The Pakuhaji Village Government has a function or positions itself as a facilitator to achieve successful development through community empowerment in the following ways:

- [1] Pakuhaji Village as an Advanced Village
- [2] Making Pakuhaji Village a developed village by improving social, economic, and environmental aspects.
- [3] Pakuhaji Village as an Agro-tourism Village.

Making Pakuhaji Village an agro-tourism village is a form of effort that the village government can do to turn Pakuhaji Village into a developed village. So that in the future, through the agri-tourism village, the village government can meet all the needs of the village community regarding social, economic, and environmental aspects. Seeing the potential of Pakuhaji Village, it can make Pakuhaji Village an Agriisata Village. Based on the results of research and interviews with respondents in Pakuhaji Village, strengths, opportunities, aspirations, and results can be identified in the matrix Table 2.

Table 2. Matrix Analysis of SOAR in Pakuhaji Village

	<i>Internal Strengths (S)</i>	<i>External Opportunities (O)</i>
<i>Present</i>	<ol style="list-style-type: none"> 1. There is more than one economic activity for the diversity of the Pakuhaji Village community, including agriculture, livestock, wood management 2. The geographic location of the village is strategic to become agricultural land that can support Pakuhaji Village to become an agri-tourism village 3. Traditional culture in the form of Pencak silat art is still maintained 	<ol style="list-style-type: none"> 1. The openness of the Pakuhaji Village area which borders Tanimulya and Cilame Villages, Cisarua District, North Cimahi District has opportunities for cooperation between regions in their potential fields. 2. Assistance from the Central, Provincial, and Regency Governments that can be used for community empowerment. 3. Utilizing science and technology (IPTEK) in empowering villages
	<i>Aspirations (A)</i>	<i>Results (R)</i>
<i>Future</i>	<ol style="list-style-type: none"> 1. Provide housing facilities for midwives, so that midwives can stay or live at the Polindes. 2. Position the Polindes which can be easily accessed by all people of Pakuhaji Village 	<ol style="list-style-type: none"> 1. Making Pakuhaji Village a developed village by improving social, economic, and environmental aspects.

	<i>Internal</i>	<i>External</i>
	<i>Strengths (S)</i>	<i>Opportunities (O)</i>
Present	<ol style="list-style-type: none"> 1. There is more than one economic activity for the diversity of the Pakuhaji Village community, including agriculture, livestock, wood management 2. The geographic location of the village is strategic to become agricultural land that can support Pakuhaji Village to become an agri-tourism village 3. Traditional culture in the form of Pencak silat art is still maintained 	<ol style="list-style-type: none"> 1. The openness of the Pakuhaji Village area which borders Tanimulya and Cilame Villages, Cisarua District, North Cimahi District has opportunities for cooperation between regions in their potential fields. 2. Assistance from the Central, Provincial, and Regency Governments that can be used for community empowerment. 3. Utilizing science and technology (IPTEK) in empowering villages
	<ol style="list-style-type: none"> 3. Making access to non-formal education such as sustainable entrepreneurship course activities 4. Improve access to sanitation by providing landfills and waste bank management. 5. Reviving Bumdes economic institutions 	<ol style="list-style-type: none"> 2. Making Pakuhaji Village an agri-tourism village is a form of village government effort to make Pakuhaji Village a developed village

Source: Research Processed

4.4 Strategies to Achieve Advanced Villages in Pakuhaji Village

Pakuahaji Village must have a strategy to be able to improve the status of the village to become a developed village, to achieve this requires cooperation between village officials and village communities in building Pakuhaji Village into a developed village. Thus, village officials and the village community have an important role in transforming Pakuhaji Village into a developed village. In this effort, the following strategies can be carried out.

First, build human resources by increasing community empowerment through strategies:

- [1] Developing non-formal education based on entrepreneurship that is sustainable so that in the future the people of Pakuhaji Village will not only become farmers or breeders but can also become entrepreneurs by taking advantage of the conditions when they became an agri-tourism village
- [2] Increase the capacity of the Pakuhaji Village community in the use of appropriate science and technology, so that the Pakuhaji Village community can sell their products online.
- [3] Preserving the existing local culture so that it becomes an added value in the attractiveness of the Agriwisata Village, Pakuhaji Village can collaborate with Cilame Village or other villages in terms of developing local culture.
- [4] Designing disaster-responsive and prepared villages by collaborating with SAR (Search and Rescue) to educate the public on potential disasters that occur and to create a special disaster response team in Pakuhaji Village.

Second, develop village economic enterprises to meet all community needs, through strategies:

- [1] Reviving Bumdes as a driving force for the village economy by the potential of Pakuhaji Village. Making Bumdes a provider of agricultural or livestock needs in Pakuhaji Village, so that the community can cut production costs.
- [2] In collaboration with Tanimulya Village or other villages that have succeeded in establishing Bumdes, so that Pakuhaji Village can learn how to manage Bumdes.
- [3] Taking advantage of the geographical location of Pakuhaji Village not only as agricultural land but also to create agri-tourism-based tourist attractions.
- [4] In collaboration with farmers to build Pakuhaji Village into an agri-tourism village
- [5] Build cooperation with tourist attractions in Pakuhaji Village.
- [6] In collaboration with Cisarua District or other areas that have succeeded in managing tourist attractions.

Third, meet the readiness of facilities and infrastructure related to all the needs of the community:

- [1] Increase the readiness of social facilities and infrastructure, by fixing schools and health services in Pakuhaji Village.
- [2] Increase the availability of access to sanitation such as landfills and waste management, as well as create environmental management programs such as waste banks in collaboration with Tanimulya Village or other areas that have successfully established Waste Banks
- [3] Designing disaster-responsive and prepared villages by collaborating with SAR (Search and Rescue) to educate the public on potential disasters that occur and to create a special disaster response team in Pakuhaji Village.

4. CONCLUSION

Based on the results of research on the strategy of increasing the status to become a developed village in Pakuhaji Village, West Bandung Regency using the SOAR model application, it can be concluded that the strengths of Pakuhaji Village are the diversity of agricultural production, livestock, and wood management, geographic location, and culture. . Meanwhile, the opportunities that exist are regional openness, assistance from the Central, Provincial and Regency Governments, science and technology (IPTEK). The aspirations of all the people of Pakuhaji Village in improving the status

of the village to become a developed village are optimizing health services, improving community empowerment, making access to non-formal education, improving access to sanitation, and reviving Bumdes economic institutions. Meanwhile, the results that the Pakuhaji Village Government wanted to achieve were to make Pakuhaji Village a developed village and to make Pakuhaji Village an agri-tourism village. Strategies that can be carried out to improve the status of the village to become a developed village in Pakuhaji Village are building human resources by increasing community empowerment, developing village economic enterprises to meet all community needs, meeting the readiness of facilities and infrastructure relating to all community needs.

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