


Analysis Of Innovation Of Aren Sugar Farmers Towards Economic Improvement In Cibaliung District, Pandeglang Regency

Roy Tumpal Pakpahan

Pascasarjana Universitas Prof Dr Moestopo Beragama

Article Info	ABSTRACT
<p>Keywords: Farmer Innovation, Aren Sugar, Economic Improvement</p>	<p>Pandeglang district located in Cibaliung district is a professional farmer and many have opened their own land by growing a variety of crop commodities, both seasonal and annual crops. One of the villages in the district of Pandeglang where most of the inhabitants are farmers is the Cibaliung district. One of the agricultural commodities used as a source of income in Cibaliung district is Aren. In this research, researchers used qualitative research methods to describe Innovation of Sugar Farmers Aren versus Improving the Economy of Cibaliun district. Data used in this research are primary data and secondary data. The researchers used triangulation to evaluate the validity of data. The potential to be developed in Cibaliung Kabupaten Pandeglang is numerous enough and wide enough to be used as agricultural land. The size of the land that is owned by the sugar production of various kinds, there are more than 1 ha da tons also less than 1 Ha. And the size of land influences the number of aren trees that grow in the land. Innovation in marketing and production, can increase the income of the economy of the community. As well as innovation and good management is essential to increase the production and sale of sugar aren, which in turn can boost the society of Cibaliung district. Challenges faced by farmers include the availability of raw materials, skilled labor, and traditional means of production.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Roy Tumpal Pakpahan Universitas Prof Dr Moestopo Beragama roy.tumpal@gmail.com</p>

INTRODUCTION

The agricultural sector is getting a lot of attention from the government because of its important role in the long-term economic development and economic recovery of the country. (Ella, 2023). The largest part of the national economy is small and medium-sized enterprises (SMEs), which involve people in various economic activities. By moving the micro-sector, they also boost economic development. Over the years, UMKM has proven to help face crises by offering mechanisms that create jobs and add value. Success in expanding UMKM means strengthening other in the community. It has the ability to accelerate the national economic recovery and, at the same time, offers significant support to local governments in the implementation of government autonomy. The measures taken by the Republic of Indonesia Act No. 24 of 2019 on the Creative Economy are aimed at maximizing the potential of creative economists. (Ahmad et al., 1967) and the Republic of Indonesia Act No. 22 of 2019 on the Sustainable Agriculture Strengthening System. (Undang-undang RI No. 22 Tahun 2019).

Innovation is a word that is no longer foreign to us, and is very important to business. One of the expected ways to cope with the impact of the global economic crisis is by developing agricultural products that can be sold on the market. Besides, Indonesia has huge agricultural potential. Three design programmes are provided by the economy, namely: a. Design of Small and Medium Micro Enterprises (UMKM), which aims to improve the economic life of citizens of Cibaliung district; b. Design Marketing, which teaches how to market products; and c. Design Simple Accounting, which helps people to regulate and record their finances. (Caron & Markusen, 2016). Innovation is a word that is no longer foreign to us, and is very important to business. One of the expected ways to cope with the impact of the global economic crisis is by developing agricultural products that can be sold on the market. Besides, Indonesia has huge agricultural potential. Three design programmes are provided by the economy, namely: a. Design of Small and Medium Micro Enterprises (UMKM), which aims to improve the economic life of citizens of Cibaliung district; b. Design Marketing, which teaches how to market products; and c. Design Simple Accounting, which helps people to regulate and record their finances. (Panji hendrarso, 2024)

The role of the Regional Government is urgently needed to enhance the agricultural sector in order to contribute to improving the well-being of the people (Suyuti, 2019). (Suyuti, 2019). In the province of Banten people who work as farmers, especially in the district of Pandeglang, which is located in Cibaliung district, plant a variety of crops, both annual and seasonal, in their own land. The Aren tree plant is a very potential plant in terms of dealing with food shortages and easily adapts well to a variety of climates ranging from lowlands to 1400 m above sea level. Efendi, 2009 in (Derek et al., 2017) Pandeglang district has a lot of potential in its agricultural sector in boosting the economy of its region (Almukarromah, 2022). Cibaliung district is one of the villages in Pandeglang district with a majority of its inhabitants are farmers. Empowering the people of Cibaliung Village to become more advanced villages by optimizing the production, agriculture and tourism sectors. (Muharni et al., 2022). Aren is one of the sources of income of Cibaliung district farming. As is the case with the sugar craftsmen Aren in Tanjung Jaya Village facing big problems because of the inconsistency between product innovation and marketing. They should be able to make Sugar Aren products more creative and innovative, but they can't because they don't know how to develop technology as a marketing strategy. (Anindya et al., 2024)

Economic growth in the modern economy is the development in the economy that causes the goods and services produced in the society to increase, which is further accompanied by the increased prosperity of the society (Dalam & Ekonomi, 2019). Most of the inhabitants of Banten Province, especially in the district of Pandeglang, which is located in Cibaliung district, are farmers and many open their own land by growing a variety of crop commodities, both seasonal and annual crops. One of the villages in the district of Pandeglang where most of the inhabitants are farmers is the Cibaliung district. One of the agricultural commodities that is used as a source of income in Cibaliung district is Aren. Red sugar or commonly referred to as Java sugar is a basic human need that is constantly undergoing changes that tend to increase. To cultivate and develop the participation of farmers based on

the common enterprise and scale of enterprise in the development region is necessary through a process of mutual trust with the farmers of the field (Zakaria, 2016).

Cibaliung district is one of the districts in the district of Pandeglang with an area of 22.188 km and there are 30,585 people, there are 9 villages and 9 townships of which the area of the village in Cibaliun district includes villages: Sukajadi, Sudimanik, Sorongan, Curug, Cihanjuang, Cibingbin, Cibalung, Mendung, Mahendra. With average livelihoods as a farmer.

Table. 1 Sugar Producer Village Of Aren In Cibaliung District

No	Village Name	Number of sugar farmers	Area width (m)	Production (Ton)
1	Sukajadi	9 Soul	1870m	12 (Ton)
2	Sudimanik	8 Soul	1720m	10(Ton)
3	Sorongan	1 Soul	1300m	4(Ton)
4	Curug	1 Soul	1210m	2(Ton)
5	Cihanjuang	4 Soul	1290m	3(Ton)
6	Cibingbin	4 Soul	1270m	2(Ton)
7	Cibaliung	14 Soul	1978m	17(Ton)
8	Mendung	3 Soul	1473m	7(Ton)
9	Mahendra	5 Soul	1420m	5(Ton)
	Amount	37 Soul	13531m	62(Ton)

Source: Cibaliung District District Of Pandeglang Year 2022

From the above data can be seen from 9 villages in Cibaliung Prefecture with a total of 37 people farmers aren and land area of about 13531 meters can produce aren about 62 (Tons) per year of each village, the village most producing aren is the village Cibaliung cercaliung district of Pandeglang with an area of land of almost 1 Ha / approximately 1978meters dengan access aren about 17 Ton perbulannya.

METHODS

In this study, the researchers used methods of qualitative descriptive research, i.e. exhibiting and describing phenomena in the field, characteristics, quality, interrelationships, describing a condition that is what is related to Innovation Sugar Farmers Aren Against Economic Improvement in Cibaliung district of Pandeglang with the results of interviews, pictures, documentation, and library studies. A qualitative approach is an approach to building a knowledge statement based on constructive perspectives. (Pangestu, 2016). Sampling is done purposive sampling and snowball samplings. Purposive sampling in this research is used for key persons who work in the ministry or government office namely the development of food plantation and horticulture, the coordinator of the technical enforcement unit of the agriculture and farming department of the region, the (Nurul Setyaningtyas, 2018) The data used in this study are primary data and secondary data. This type of research is descriptive research with a qualitative approach. A qualitative approach is an approach to exploring and understanding the meaning assumed to originate from social or human problems by a number of individuals or groups of people. Qualitative research focuses on processes, events, and authenticity. Qualitative research engenders intense interaction with the object being studied.

This method of research is also a way to emphasize the aspects of an in-depth understanding of a problem (Doronghui et al., 2021).

The determination of informants in this study was carried out using purposive sampling and snowball samplings. According to (Sugiyono 2019) purposive Sampling is a technique of sampling data sources with certain considerations such as the person is thought to know the most about what we expect, or maybe he is the master so that it will make it easier for researchers to explore objects/situations socially carefully. Data collection technique is the most important step in research, because the main purpose of research is to obtain data. Without knowing the data collection technique, then research will not get data that meets the standard of data, then this research uses primary and secondary data collection techniques by performing Observation and interviews in primary techniques and library studies, internet searching, and documentation.

In this study, the researchers used triangulation to assess the validity of the data. Triangulation in this test is meant to check data from different sources in different ways and at different times. Thus, there is a triangulation of the source, the technique and the time. The collection of data on this study is by looking for initial data related to the problem of investigation, to be able to answer the problems raised in the research. Reducing data means digging, choosing and sorting things out, focusing on things that matter, looking for themes and patterns. Thus, the data that has been reduced will give a clearer picture, and make it easier for researchers to do further data collection, and look for it when needed. By presenting appropriate data and drawing conclusions from research.

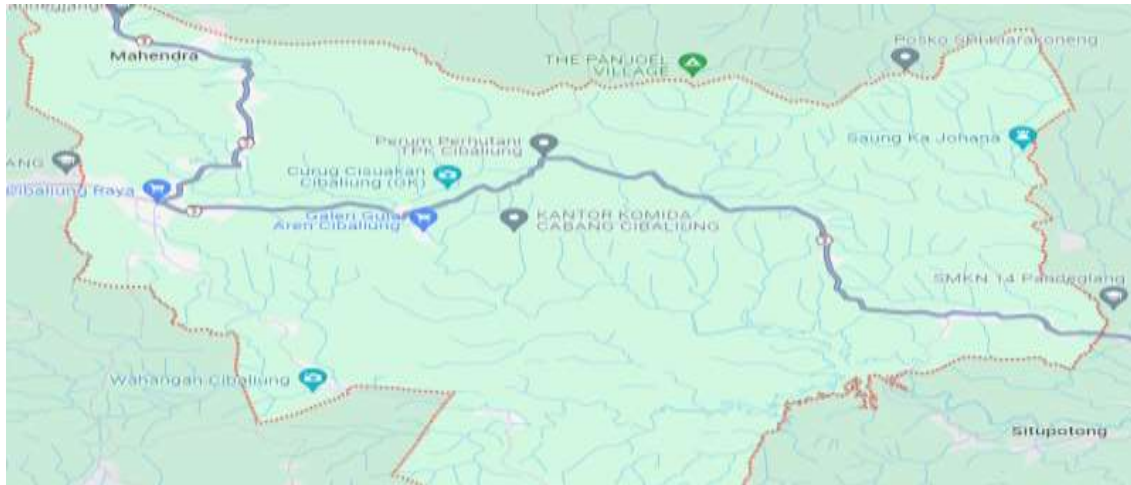
RESULTS AND DISCUSSION

Results

Cibaliung And Pandeglang Districts

Pandeglang District is a district in Banten Province, Indonesia. His mother-in-law is Pandeglang. The district borders the Serang district in the north, the Lebak District in the east, and the Indonesian Ocean in the west and south. The territory also includes Panaitan Island (at the west, separated by the Panaitan Strait), as well as a number of smaller islands in the Indian Ocean, including Deli Island and Tinjil Island. The Ujung Kulon Peninsula is the westernmost end of the island of Java, where there is a wildlife shelter for an almost extinct species of frog. Geologically, the territory of Pandeglang district belongs to the Bogor zone which is a hilly path. When viewed from the topography of the district of Pandeglang has a variation in altitude between 0 - 1.778 m above sea level (dpl). Most of the topographical area of district is low plains that are in the Central and South region which has an area of 85,07% of the area of the entire district.

Picture 1. Map of Cibaliung district of Pandelang



Source: Cibaliung District in 2022

Cibaliung district is one of the districts of the province of Banten, Indonesia. The population of Cibaliung district in 2022 was 29,986 people, so the population density was 135 people per km². (merupakan salah satu kecamatan paling langka kepadatan penduduknya di Kabupaten Pandeglang). Cibaliung district comprises nine villages, namely Cibalung, Cibingbin, Cihanjuang, Curug, Mahendra, Mendung, Sorongan, Sudimanik and Sukajadi.

Table. 2 Area Of The Village Of Cibaliung

No	Village Name	Extension (Km)	Percent Of Experience
1	Sukajadi	20,83	10.15
2	Sudimanik	12,60	6.14
3	Sorongan	22,03	10.74
4	Curug	17,22	8.39
5	Cihanjuang	31,54	15.38
6	Cibingbin	33,57	16.37
7	Cibaliung	27,16	13.24
8	Mendung	22,10	10.77
9	Mahendra	18,08	8.81
	Amount	18.08	100.00

Source: Cibaliung District District Of Pandeglang Year 2022

The village of Cibaliung is in the district of Pandeglang, West Java. The village of Cibaliung has a lot of agricultural potential. The coconut and nira water from the aren trees are the main products of the Cibaliung Village. Most of the inhabitants work as farmers. This is due to the fact that many people have not finished school and believe that education is not important.

Table. 3 Percentage Of Population According To Searches In Cibaliung District

No	Village	Agriculture, Agriculture And Fishing	Mines And Translators	Industry And Government	Shopping, Hotels And Restaurants
1	Sukajadi	40	2	4	32
2	Sudimanik	70	0	0	5
3	Sorongan	70	0	0	7
4	Curug	80	0	0	3
5	Cihanjuang	70	0	0	5
6	Cibingbin	60	0	4	7
7	Cibaliung	50	2	4	20
8	Mendung	55	0	5	12
9	Mahendra	60	0	5	10

Source: Cibaliung District District Of Pandeglang Year 2022

Discussion

Aren Sugar Farmers Innovation Analysis

The potential to be developed in the district of Cibaliung Kabupaten Pandeglang is said to be large enough and wide enough to be used as an agricultural land with a large amount of land to cultivate. Cibaliung is famous for its production of sugar aren in the district of Pandeglang where the potential for sugar aren is very good as a family income in addition to the potential that exists to meet the needs of families and surrounding communities that affect the well-being of the community. Sugar aren is a potential that has a good sales value and becomes the main source of income where the fate of the family life for the sugar aren entrepreneurs hangs. Besides the potential there is a need for management in a good way to acquire creative and innovative in producing sugar aren. At the beginning of the establishment of the sugar aren enterprise, the usual range of capital used amounted to Rs. 3,000,000,- where details of the purchase of production equipment and costs and other operating payments. Business capital is a sum of costs to run a business. Where capital must be available before starting a business, because business capital is one of the indicators for opening a business opportunity.

The size of the land that is owned by the production of sugar aren various, there are that more than 1 Ha da ton also that less 1 Ha. And the amount of land area influences on the number of aren trees that grow in the land. And huge potential to be used and capable of producing the maximum amount of production. It is customary for a sugar producer to use sufficient labour in his own family, consisting of a husband and a wife. With each division of duty, a husband goes to sew the nira from an aren tree that corresponds to the aren that is to be planted, and then a wife is tasked to find the wood and cook nira until it becomes the sugar of an aren. After the sugar is cooked, it is printed with a coconut pad and soaked for several hours, then inserted into plastic and stored neatly so that the quality of sugar is not awakened, so that it is not easily changed before it is taken by the buyer.

The amount of sugar production in the Cibaliung district of Pandeglang is different depending on the amount of the sugar production. The result is usually done twice, in the morning and in the afternoon. An aren tree can produce water for a day at most about 20 liters per person and at least 5 liters. And there are sizes that are bigger and smaller according to the manufacturer's wishes and of course at different prices anyway, the bigger the more expensive if small then the cheaper. The sale price and shape of sugar products in Cibaliung district of Pandeglang are variable both in terms of price and form of products. The form of the sugar product is coconut sugar in the price range of Rs. 15,000 / fruit and for ants sugar between Rs. 2500 / fruit For more clearly can be seen in the table below.

Table.4. Data Recapitulation Sales Prices and Forms of Sugar Aren Production

No	Product Name	Value/Unit	Price/Day
1	Cabbage Sugar	Rp. 16.000	Rp. 64.000
2	Sugar Ants	Rp. 2.500	Rp. 70.000
Total Values		Rp. 18.500	Rp. 134.000

Source: Cibaliung District District Of Pandeglang Year 2022

Based on the results of the above table can be explained that, the sale of sugar aren varies and from the amount of consumer demand more take the size of sugar arena in the form of coconut sugar because it is quite long the rate is broken with the price of Rs. 64.000,- / day and for a smaller size is the sugar ants with a price of Rp. 70.000,-. And the sale price can sometimes vary depending on the existing conditions. The higher the revenue the sugar producer earns, the higher the amount of production. As for sugar production equipment Aren as described above the way/process of sugar processing aren ranging from the collection of nira water until cooked with the equipment of the equipment used such as bars, bars of sadep, wood of puter, scarves, embroidery, stamps, ropes, bamboo roofs and water filters nira.

Table 5. Fixed Cost Of Sugar Processing Equipment In Cibaliung District Of Pandeglang.

No	Tool Name	Price/Day	Price/Month
1	Wajan	Rp. 80.000	Rp. 2.400.000
2	Rope	Rp. 30.000	Rp. 90.0000
3	Print	Rp. 10.000	Rp. 300.000
4	Golok	Rp. 25.000	Rp. 750.000
5	Ember	Rp. 20.000	Rp. 60.0000
6	Filter	Rp. 13.000	Rp. 390.000
7	Scars	Rp. 10.000	Rp. 30.0000
8	Bamboo Roof	Rp. 10.000	Rp. 300.000
9	Wooden Princes	Rp. 5.000	Rp. 150.000
Total Values		Rp. 203.000	Rp. 6.090.000

Source: Cibaliung District District Of Pandeglang Year 2022

Based on the above table data can be seen that the amount of costs spent by sugar producers aren in Kecamatan Cibaliung district of Pandeglang for one month of production of Rs. 6.090.000,- / month and in a day in the range of Rs.16.50.000- / day. And the largest

costs issued by the producer is the cost of the buffalo of Rp. 80,000,- / day or Rs. 2.400.000,- / month. The conclusion is that if the fixed cost that the producer spends on the production of sugar aren is still very low, and if the lower the Fixed Cost that the manufacturer is charged, the higher the profit that will be earned by that producer, and in this case it can increase the sale price of the sugar aren itself. As for the kinds of non-fixed charges used by sugar producers aren: packaging, firewood, petroleum and wood. To find out the average of the variable cost set by the manufacturer can be seen in the following table.

Table.6 Variable/Non-fixed Cost Data Recapitulation Data

No	Nama Biaya Variabel	Ratarata(Rp)/Hari	Ratarata(Rp)/Bulan
1	Fire Cork	Rp. 1.000	Rp. 30.000
2	Soil Oil	Rp. 15.000	Rp. 450.000
3	Firewood	Rp. 25.000	Rp. 750.000
4	Packaging	Rp. 2500	Rp. 75.000
	Total Values	Rp. 43.500	Rp. 1.305.000

Source: Cibaliung District District Of Pandeglang Year 2022

On the basis of the results of the above table it is explained that the amount of average value paid by the sugar producer aren is for one month of Rs. 1,305,000,- / month, and for its duration is Rs. 43,500,- / day. And the smallest variable cost of these costs is firewood cork Rs. 1000,- / days or Rs. 30,000,- / months. And its greatest value is wood for Rs. 25000,- /day and or Rp. 750,000- / month. The cost for the purchase of such wood generally constitutes half of the proceeds of purchase of wood. And the other half of the search results in the garden itself.

Table.7 Total Costs of Aren Sugar Production Carried by the Sugar Aren Entrepreneur

No	The Price	Number/Day	Number/Moon
1	Fixed Cost	Rp. 203.000	Rp. 6090000
2	Variable Cost	Rp. 43000	Rp. 1305000
	Total Values	Rp. 246.000	Rp. 739.5000

Source: Cibaliung District District Of Pandeglang Year 2022.

The above table explains that, the total cost for the processing of sugar aren issued by the producer is Rs. 246.000,- / day and or of Rs. 7395000- / month. The conclusion is that the greater the burden of expenditure in production, the smaller the profit to get a profit from the consumer. From the amount of such data is the innovation used to manage very well that can be said lucky / obtain maximum income means that innovation used by sugar farmers aren in increasing the sale price has a great impact on the level of the economy of the people especially the sugar farmer aren in the Cibaliung Kecamatan district of Pandeglang. The process of fulfilling human needs and desires is the concept of marketing.

Starting from product fulfillment, price setting, place delivery, and promotion of goods. (promotion). Someone who works in marketing is called a marketer. These marketers should have knowledge in the concepts and principles of marketing so that the marketing activities

can be achieved according to the needs and desires of human beings especially the consumers targeted. (Angriani, 2017)

Picture. 2 Management and Sale of Sugar Aren Cibaliung District



Source: Secondary Data Processing Results 2022

The type of innovation that is often used in the management of the sugar aren business by sugar aren farmers is using the type of product innovation, marketing and promotion as it is said by Informan 1 that: "In every innovation that I use to manage the product, there are three types that are being implemented, including the use of the product innovation type, marketing, and promotion. And every innovation applied can help me to pursue the endeavour I am undertaking." Applying superior innovation to meet the needs of the business is very important for the business, because with the effective application of innovation is part of the strategy of increasing sales and improving the level of well-being of the sugar farmers are also able to improve the performance in the enterprise so that the sugar entrepreneurs are able to conduct their business well and in accordance with expectations. While innovating to keep the availability of raw materials for sugar production aren one of the concerns in the sugar aren enterprise as it was revealed by the informant 2 that: "Maintaining the avails of raw material for production is one of heavy tasks for the actors of sugar aren entrepreneurs, besides the problems faced in terms of availability of raw products for production so that the strategy in innovation that they do also have to be fully available".

Thus, this subject corresponds to what the informant 3 stated that: "When there are many obstacles in the enterprise they find among them the workforce, the financial statements are uncontrolled, the difficulty of setting sales prices, finding added value and market prices that correspond to the demand of the consumer/market. In addition to this, the durability of products that have not met the standards of the modern market needs and besides these constraints modern tools for the production of sugar aren still use these traditional tools is also a constraint to our society". On the side of the success that has been obtained by every enterprise and is running well and accurately target but must find a heavy point in its implementation is the constrains or obstacles in the enterprise. As is experienced by the entrepreneurs of this sugar aren. Thus, this topic is in line with what is expressed informer 4 that: "When the problems are indeed a lot in the endeavour that they find among them the labour force that is determined, financial reports are uncontrolled, the difficulty of setting the selling price, finding added value and market price that corresponds to the demand of the consumer/market. Besides this, the durability of products that have not met the standards of the modern market needs and besides these obstacles modern tools for the

production of sugar aren't still using these traditional tools are also a barrier to our society". Doing innovation is not an easy thing in marketing and in terms of determining sales promotion has its own concept when the entrepreneur wants to see his business go well and of course the businessman needs the maximum funds to determine innovation from various aspects of sales, but also to find and determine consumers who are loyal customers of the enterprise.

CONCLUSION

This study concludes that agriculture is the backbone of the Indonesian economy, especially in the district of Pandeglang, Banten Province. Small and medium-sized enterprises (SMEs) play a vital role in the economy, offer jobs, and add value to agricultural products. Cibaliung district in Pandeglang district is one of the areas with significant agricultural potential, especially in sugar aren production. The farmers in Cibaliung, who grow mostly aren trees, face challenges in product innovation and marketing. Nevertheless, sugar aren production in this area is quite large, with yields varying between villages. The great potential of agriculture in Cibaliung can support the well-being of the people if well managed through more advanced innovation and technology. This research uses qualitative descriptive methods with interviews, observations, and library studies to gather data. Triangulation techniques are used to ensure the validity of data. Research shows that the development of potential agricultural products, such as sugar aren, as well as innovation in marketing and production, can boost the incomes of the economy. As well as innovation and good management are essential for increasing the production and sales of sugar aren, which in turn can boost the economy of the Cibaliung district and support the national economic recovery. Challenges facing farmers include availability of raw materials, skilled labour, and still traditional means of production. Government support and the application of modern technology are essential to overcome these obstacles and maximize the economic potential of agriculture in the district of Pandeglang.

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