

**STRENGTHENING COOPERATION BETWEEN THE CENTER OF RESEARCH RURAL AND REGIONAL DEVELOPMENT OF SEBELAS MARET UNIVERSITY WITH THE KEDIRI REGENCY GOVERNMENT**

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**ARTICLE HISTORY**

**Received** : 21-08-2024

**Revised** : 20-09-2024

**Accepted**: 30-10-2024

**KEYWORDS**

Cooperation  
Between  
Gional Development  
Strengthening

**ABSTRACT**

Globalization influences public service delivery through technological and informational revolutions, while regional autonomy demands its implementation to be aligned with local potential and needs. To evaluate and improve governance, PUSLITDESBANGDA UNS employs quantitative analysis with strategic management and SWOT approaches. This research is conducted over six months in 2024, involving internal and external sources, including the Kediri Regency Government. Data collection methods include observation, in-depth interviews, questionnaires, and FGDs. Main activities comprise FGDs, BUMDes workshops, and village tourism branding studies. The outcomes are expected to enhance professionalism, managerial skills, transparency, and access to external financial resources for BUMDes. Additionally, the program aims to optimize PUSLITDESBANGDA branding and strengthen research and community service collaborations with various stakeholders. Outputs from this activity include articles in ISSN journals, online media articles, and publicized activity videos. The evaluation results are expected to improve PUSLITDESBANGDA's performance in supporting sustainable development and the quality of life in rural communities.



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**INTRODUCTIONS**

Globalization is an inevitable phenomenon in the development of the modern world. Globalization is characterized by increasing interconnectedness between countries in various aspects both economic, political, and cultural. This process has had a significant impact on the way countries manage their governments and communities, including in the implementation of regional autonomy.

Regional autonomy, namely the central government, gives greater authority to local governments to regulate and manage government affairs and the interests of the local community. However, in the era of globalization, the implementation of regional autonomy faces various new challenges. One of them is how local governments can balance local interests and global demands. (Steger, 2017)

For example, in the case of foreign investment, local governments need to ensure that the influx of such investment not only provides economic benefits, but also does not damage the local environment and socio-culture. Globalization also requires an increase in the capacity of local governments to understand global dynamics, such as technological and economic changes in the world, in order to better manage their regions. Thus, the implementation of regional autonomy and response to globalization are important keys in achieving sustainable and inclusive development. (Bappenas, 2020).

The implementation of regional autonomy requires that its implementation be strengthened and studied so that it continues to rely on the potential and needs of the community, so as to bring prosperity to the community. These two phenomena bring the direction of regional development forward, namely first, the consolidation of regional autonomy; second, the more urgent empowerment for the weak, poor and excluded communities; and third, the need for modernization through diversity and consolidation of socio-economic structures by paying attention to specific regional resources. This phenomenon brings the direction of regional development forward, namely first, the consolidation of regional autonomy; second, the increasing urgency of empowerment for weak, poor and excluded communities; and third, the need for modernization through diversity and consolidation of socio-economic structures by paying attention to specific regional resources.

The Center for Regional and Rural Research and Development (PUSLITDESBANGDA) LPPM UNS was established in 1989 with the initial name of the Center for Rural Development Research (PUSLITBANGDES). The vision of PUSLITDESBANGDA is to become a superior, reliable, and independent study center in rural and regional development. To realize this vision, it is also supported by a mission to improve the ability of research staff, study various aspects of rural and regional areas, establish cooperation with various parties, and communicate the results of the study. During 1989 to

2019, PUSLITDESBANGDA has carried out many cooperation, research, and community service activities. Through the Institutional Strengthening Research Grant (PPI-UNS), PUSLITDESBANGDA hopes to evaluate internal strengths and weaknesses and identify external opportunities and threats. The goal is to compile and recommend strengthening institutions so that research and service performance improves. These efforts include refining the vision and mission, a research roadmap for 2021 -2025, a cooperation development strategy, and the establishment of new programs and divisions to actualize the strategy.

To improve performance, the Center for Research and Development has collaborated with the Kediri Regency Government. With this collaboration in the field of research and service, the ICECRD is able to be dedicated in accordance with the field of study and there are outputs obtained from the cooperation relationship. It is hoped that the preparation of PUSLITDESBANGDA development strategies can improve the performance of research, development, and community service and be able to bring a better understanding of the context of Rural Research and Regional Development and bring great benefits in improving the quality of life of rural communities and supporting sustainable development.

## RESEARCH METHOD

The methodology designed to evaluate and improve research and service governance at PUSLITDESBANGDA UNS is quantitative analysis through a strategic management approach. Quantitative analysis according to Creswell (2003) is an investigative strategy such as experiments and surveys, and collecting data on predetermined instruments that produce statistical data. (Creswell, 2003)

To analyze the internal and external environment of the organization, the SWOT (Strengths-Weaknesses-Opportunities-Threats) method is used. SWOT can be quantitatively calculated using the EFE (External Factor Evaluation) and IFE (Internal Factor Evaluation) matrices. The IFE and EFE matrix is a framework for analyzing current conditions, conditions that have occurred and are occurring, and potential future conditions to make changes. (David, 2011)

Internal factors consist of the strengths and weaknesses possessed by the UNS Research and Development Center. External factors consist of opportunities and threats. Opportunities are external conditions of the UNS Research and Development Center that provide opportunities to improve their performance and competence, while threats are external conditions or trends that have a negative influence on performance and competence.

There are several stages to compile the IFE and EFE matrices. First, identify a list of internal and external factors that have an important impact on the level of improvement of PUSLITDESBANGDA UNS. Second, compiling a matrix of internal factors and external factors as a basis for grouping activities based on the level of improvement of the UNS Research and Development Center. Third, weight each factor with a number 0 (not important) to 1 (most important). This weight shows the relative importance of the factor, with the total of all weights equal to 1. (Pratama, 2019)

## RESULT AND DISCUSSION

### Research Results

The main theme of research and development of Universitas Sebelas Maret (UNS) for the period 2024 to 2030 is "Strengthening Local Excellence for Domestic Glory and Strengthening Global Impact." In order to achieve this goal, UNS has prepared a Research Master Plan (RIP) and a strategic plan for the development of scientific fields. This theme is implemented through the Institute for Research and Community Service (LPPM) UNS. LPPM UNS is tasked with coordinating, monitoring, and assessing the implementation of research and community service activities organized by various research centers, faculties, departments, sections, groups, and individuals within UNS. LPPM UNS is also responsible for controlling the use of resources and striving to develop and improve the quality of research and community service. One of the study centers under the coordination of LPPM UNS is the Center for Rural Research and Regional Development (PUSLITDESBANGDA), which focuses on rural and regional studies and development. PUSLITDESBANGDA plays an important role in realizing UNS's vision through various research and service that aims to improve the quality of life of rural communities and support sustainable development.

In the previous year, namely in 2023, the ICECRD has also conducted service with IAARD, namely "Study and Assistance for Branding of Kediri Regency Tourism Villages". The Institutional Strengthening (PPI) activities of the LPPM UNS Center for Research and Development have been carried out in the previous year, namely by carrying out various activities such as:

1. FGD Development of the Center for Rural Research and Regional Development by presenting resource persons and stakeholders. This activity was attended by several representatives of the heads of BUMDes associations in Boyolali, Klaten, Karanganyar, and Sukoharjo. Then the resource persons from UNS according to their fields and stakeholders who attended the FGD were the General Chairman of the Central Java BUMDes Association.

2. Implementing the BUMDes Workshop Program and collaborating with the Ministry of Finance.  
 Collaboration activities between the Ministry of Finance and universities to assist BUMDes in order to encourage social, cultural, and economic transformation of villages aim to encourage social, cultural, and economic transformation of villages. The main target of the assistance is BUMDes in the village so that they can contribute to the development of village potential and village original income. *The Village Empowerment Workshop and Village-Owned Enterprises* were filled by several speakers both from within UNS and from outside UNS. In this *workshop*, there were several materials delivered by presenters/resource persons from outside UNS, including: Optimizing Village Potential Through BUMDes Development; Development of BUMDes in Central Java; Building the Potential of Export-Oriented Villages to become Foreign Exchange Villages; Village Business Financing Mechanism through the *Homestay Financing Program*; Financial Management of BUMDes. Then a discussion and question and answer session was continued between the speakers and workshop participants.
3. Study and *Branding of Kediri Regency Tourism Village Branding*  
 The targets and objectives to be achieved from this activity are to make a branding formula with a study of tourist attractions, accessibilities, activities, tourist facilities (amenities) and tourism village branding assistance with a target of 11 (eleven) tourist villages in Kediri Regency. The village mapping in Kediri Regency carried out by the UNS Research and Development Center is currently organized into 3 (three) stages of activities, consisting of: first, the data collection stage; Second, the stages of data adjustment; and the last is the Decision Stage. In more detail about the Stages can be described as follows:
  - a. Data Entry Level  
 The data needed at this stage is in the form of an overview profile of the UNS Research and Development Center and the activities it conducts. The data collection stage aims to identify internal strategic factors (strengths and weaknesses) and external strategic factors (opportunities and threats) in the UNS Research and Development Center. The internal and external strategic factors obtained will be compiled in the form of a questionnaire. After the questionnaire is filled with a certain weight and the rating has been determined, the next stage will be analysis using the IFE and EFE matrices. The IFE Matrix is a strategy analysis tool that can be applied in an organization to identify and evaluate the main strengths and weaknesses in the organization's environment.
  - b. Data Adjustment Levels  
 The second stage in strategy formulation is the adjustment stage using IE matrix analysis tools and SWOT matrix. The IE matrix is an adjustment by incorporating the weighting results from EFEIFE to obtain a more detailed strategy at the organizational level. The SWOT matrix is used to strategize an organization by blending and adjusting the strengths and weaknesses that the organization has with the opportunities and threats it faces. This matrix can produce four possible cells of alternative strategies, namely the SO strategy, the WO strategy, the WT strategy, and the ST strategy.
  - c. Decision Stage  
 The decision stage uses the QSPM (Quantitative Strategic Planning Matrix) matrix analysis tool. The QSPM matrix uses analysis from the input stage to the matching stage to objectively determine the strategy to be implemented among the alternative strategies. This QSPM matrix can be seen in Table 7. The elements contained in the QSPM are Alternative



strategies, Key Factors, Weight, AS = Attraction Value, TAS = Total Attraction Value, and the sum of the Total Attraction Value.

## CONCLUSION

From the above explanation, it can be seen that to realize the vision of UNS, UNS Center for Research and Development carries out various research and service aimed at improving the quality of life of rural communities and supporting sustainable development. One of the areas selected for this program is Kediri Regency. Although assistance in Kediri has been carried out in the previous year, this year the focus of assistance is more directed to social problems in the community. In Kediri Regency, some of the social problems identified include the low level of education and the number of mothers who choose to become Indonesian Workers (TKI), which has an impact on the increase in child delinquency due to lack of parental attention.

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