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A STUDY ON THE DEVELOPMENT OF LOCAL POTENTIAL LEADING COMMODITY FOR REGIONAL DEVELOPMENT IN SENGINGI SUBDISTRICT, KUANTAN SINGINGI REGENCY

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Abstract

The current regional development in several development areas has not been based on the local potential of leading commodities that they have. The concept of leading commodity-based development which is a local potential becomes very important because if it is used optimally it is believed to be able to increase people's income, provide added value for products, improve quality and assist in realizing efficient productive businesses in improving the welfare of the people in the region. This study aims to identify the Subdistrict's superior commodities per sector of economic activity and then determine the ranking/priority of Singingi Subdistrict's leading commodities for local potential development in regional development. The research method employed was a descriptive quantitative analysis using the Exponential Comparison Method (ECM) and commodity ranking using the BORDA method.

The results of the study were able to identify the leading commodities of the sector from key informant data in 14 (fourteen) villages in Singingi Sub District. Meanwhile, the 5 (five) main commodities that are prioritized for developing local potential based on the results of the BORDA ranking in Singingi District are Palm Oil (Plantation) in the first position, Cattle Cultivation (Livestock) in the second position, followed by Education services in the third position, Grocery Trade/Convenience Store/ The daily shop is in the fourth position, and the fifth is tilapia cultivation (fishing). The results of this study indicate that it is necessary to increase capacity building; Institutional Capacity Building: in the form of strengthening the role of farmer/livestock groups, business groups, cooperatives, MSMEs, and BUMDes as the main drivers of the rural economy. In addition, efforts to improve networks or networks and markets are also needed: by expanding networks with various stakeholders, creating distribution channels, and protecting price stability. Improvement of Cultivation Technology, related to seed/seedling systems and feed processing for ruminant livestock (cow) commodities, as well as diversification of leading commodities and their derivatives for other commodities.

Keywords: Leading Commodity; Local Potential; Regional Development..

Introduction

The current development in several regional development areas has not been based on their local potential. Development is the main program of a developing nation such as Indonesia which aims to achieve freedom and the nation's ability to achieve a better future.

The eradication of poverty, increasing welfare, increasing mastery of science and technology (hereinafter referred to as science and technology), the growth and development of innovation in society, and environmental sustainability are important development parameters that have always been the concern of nations in the world. The concept of science and technology-based development is critical because it is believed that if science and technology are applied effectively, they will enhance people's income, add value to products, improve quality, and aid in the creation of efficient and productive businesses.

The success of regional development is reflected in changes in attitudes in society, institutions, and social changes. The learning process in the perspective of an innovation system is a process where knowledge is shared enabling all parties to understand the benefits of this knowledge and synergize to apply knowledge for the common good, and all elements in the system interact with each other towards a common goal. From a regional planning perspective, this common goal is stated in the Regional Medium-Term Development Plan (RPJMD) document where the resources that are shared focus become the entry point for building interaction and synergy between stakeholders. To achieve this, it is important to map local potential superior commodities as regional superiors to increase regional competitiveness and potential through a concept of sustainable and independent regional development.

Spatially, the general policy of Kuantan Singingi Regency (hereinafter also known as Kuansing), as stated in the RPJMD of Kuantan Singingi Regency is outlined in the effort to develop rural areas of agricultural economy through the potential of agribusiness, agroindustry, and tourism. For this reason, regional development based on regional superior sectors is important to implement. This is because the leading sector has enormous potential to grow faster, compared to other sectors in a region, especially, the supporting factors for the leading sector, namely the growth of absorbed labor, capital accumulation, and also technological advances. The creation of investment opportunities can also be done by empowering the potential of the leading sector owned by the region concerned (Halawa, 2014).

In this regard, the study of the development of local potential superior commodities for regional development in Singingi Subdistrict, Kuansing Regency should be directly related to the study of rural economic development in Kuansing Regency. Therefore, this study could help Singingi Subdistrict, Kuansing Regency to:

1. become an entry point for building synergies between various relevant stakeholders in order to increase competitiveness and the role of regional superior commodities.

2. map the strengthening of the center of excellence to increase competitiveness. The development of the center of excellence is expected to be integrated with industrial clusters. Thus, it can solve problems and challenges of developing rural economy and increase the application of agricultural, plantation, and agricultural technology.

To further focus the study, considering the Kuansing Regency has 15 subdistricts, this study focused on Singingi Subdistrict, known as the widest area of 15 subdistricts in Kuansing Regency which has 14 villages.

Table 1. Singingi Subdistrict Area by Village

Village	Width (Km^2)	Percentage (%)
1. Pangkalan Indarung	649.09	28.46
2. Pulau Padang	375.52	16.47
3. Muara Lembu	389.99	17.10
4. Logas	385.79	16.92
5. Sungai Bawang	10.05	0.44
6. Air Mas	11.70	0.51
7. Sumber Datar	10.10	0.44
8. Sungai Keranji	11.25	0.49
9. Pasir Mas	12.00	0.53
10.Sungai Sirih	10.45	0.46
11. Kebun Lado	353.47	15.50
12. Sungai Kuning	10.30	0.45
13. Petai Baru	10.50	0.46
14. Logas Hilir	40.22	1.76
Total	2,280.43	100.00

Source: Singingi Subdistrict in Numbers, 2020

This study on the development of local potential superior commodities for the Regional Development of Singingi Subdistrict in Kuansing Regency generally aims to:

1. Identify local potential superior commodities in Singingi Subdistrict based on the Community Economic Activity sector.

2. Determine the ranking/priority of Singingi Subdistrict's leading commodities for the development of local potential in regional development.

REVIEW OF LITERATURE

A village, also known as a traditional village or by another name, is a legal community unit with territorial boundaries that is authorized to regulate and manage government affairs, as well as the interests of the local community based on community initiatives, origin rights, and/or traditional rights. In the Unitary State of the Republic of Indonesia's governance structure, villages are recognized and revered. Through the fulfillment of basic needs, the development of village facilities and infrastructure, the development of local economic potential, and the sustainable use of natural resources and the environment, village development aims to improve the welfare of the village community and the quality of human life, as well as poverty alleviation (Law No. 6 of 2014). In the Regulation of the Minister of Villages, Development of Disadvantaged Regions and Transmigration Number 23 of 2017 it is stated that Appropriate Technology or Teknologi Tepat Guna, hereinafter referred to as TTG is a technology that is following the needs of the community, can answer community problems, does not damage the environment, can be utilized and maintained by the community easily, and generate added value from the economic and environmental aspects. TTG innovation is a research, development, and/or engineering activity that aims to develop the practical application of new scientific values and contexts or new ways to apply existing science and technology to products or production processes. The development of TTG is a method, process, action, or effort for the sustainable use of TTG.

Development and Application of Appropriate Technology in the Management of Village Natural Resources is intended to optimize village natural resources, advance the village economy, strengthen community capabilities, and increase community participation by encouraging the establishment, development, and strengthening of Appropriate Technology Service Post (Pos Pelayanan Teknologi Tepat Guna, abbreviated as Posyantek). Management of village natural resources through the application of appropriate technology could be conducted to:

a. increase people's income

b. create job opportunities

c. improve public health status

d. increase village government revenues, and

e. increase the added value of the product.

An innovative village is a village whose community members are able to recognize and overcome and utilize advanced technology or new ways to solve problems and improve their economy by using technology that is around their environment independently. One of the efforts to further encourage the local economy is to encourage development starting from the village level based on local wisdom, potential resources, and uniqueness. Villages that can utilize their resources in different ways are developed into "innovative villages". Accordingly, the innovation process carried out can be easily accepted and applied by residents (Rahadi, 2017).

A strategy to accelerate the economic progress of the community in facing global competition is to accelerate development through community empowerment efforts in various fields of life. The concept of science and technology-based development is very important because if science and technology are used optimally, it is believed that it will increase people's income, provide added value for products, improve quality and assist in realizing efficient productive businesses. Science and technology can play a role in optimizing the utilization of all aspects of local resources (natural, human, technological, social) in a sustainable manner that can provide added value to improve people's welfare. Building regional competitiveness is a potential strategy to be implemented in the

Province/Region to improve the welfare of the regional community. In the increasingly fierce global competition, the strategy of increasing regional competitiveness must be carried out comprehensively, among others by considering various things such as the uniqueness of the resources owned by the region. Utilization of specific and unique resources is expected to build the branding of an area and become a superior product because these commodities are the focus of the implementation of development as a result of the synergy of various policies (Ministry of Research, Technology and Higher Education and Indonesian Institute of Sciences, 2015)

The success of regional development and the realization of community welfare is largely determined by the success of village development. The village as the smallest government entity has an important role in laying the foundation for the realization of an advanced society in the economy, culture, and social welfare. Villages must be able to build themselves and encourage the growth of community initiatives and self-help to accelerate the improvement of village development. Innovation villages are expected to be able to improve community welfare through the introduction of ICT, exploration of village potential, and empowerment of rural communities and village businesses.

The regional potential is natural resources, artificial and development resources as well as human resources that can be utilized as regional capabilities to realize community welfare (Wiranta, 2015). Meanwhile, regional potential, according to Suparmoko (2012), is defined as the existing economic capacity in the area that is capable of being developed. Therefore, it can continue to develop as a source of livelihood for the local community or even be able to encourage the regional economy to develop independently and sustainably. Therefore, regional governments must develop the marketing of the potential of their regional natural resources through media which presents a variety of information needed by potential investors to invest (Marpaung, 2012).

According to Wiranta (2015), by developing the existing regional potential, regional competitiveness is expected to increase. This is supported by Nusantoro (2011) who mentioned that regional economic development strategies can be pursued, among others, by developing regional superior products and developing an economy based on local raw materials. Regional superior products are goods or services that are owned and controlled by a region, which have economic value and high competitiveness and absorb a large number of workers, which are produced based on technical feasibility (raw materials and markets), community and institutional talents that develop in a certain location (Nusantoro,2011).

Mahmudi (2010) states that the prime sector or leading sector is the sector with the most dominant contribution to the regional economy. A sector is classified as a leading sector if it experiences rapid growth and makes a significant contribution to GRDP. Meanwhile, the potential sector is a sector that also makes a high contribution to the regional economy, but the growth of this sector is slow and even tends to decline. The developing sector is a sector that is experiencing an increase, which is indicated by its high growth but its contribution is still low. Whereas, the underdeveloped sector is a sector that is a regional weakness as indicated by its slow growth and its contribution to GRDP is still low.

Mahmudi (2010) also suggested that the leading sector needs to be maintained by the government because it is a regional strength and competitiveness (core competence). This leading sector can shift into a potential sector if not managed properly. The government needs to optimize the developing sector by way of intensification. This developing sector is a prospect for the region because it is still possible to increase its contribution to be a leading sector. Meanwhile, the potential sector also needs guidance from the government because it still contributes to the regional economy even though its growth tends to decline. Meanwhile, for the underdeveloped sector, the government should try its best to increase the contribution from this sector, even though this sector is indeed quite difficult to be used for regional competitiveness. However, according to Susanto and Norwanti (2008), the development of potential sectors that become the basis should not ignore the role of sectors classified as non-basic. This is because the development of the non-base sector is expected

to encourage all economic sectors to contribute to increasing regional economic growth.

In determining the leading commodity in a region, the concept of specialization in regional development is often used, which is a development concept that shows a level of specialization relative to a sector or an area to other sectors or regions. In order to provide an ideal picture of the level of specialization of an economic sector, an adequate analytical tool is needed. One of the analytical tools in question is location quotients (LQ) analysis techniques. LQ technique is a tool that can be used to measure the level of relative specialization of a region in industry or sector categories (Bendavid-Val,1991). Furthermore, this LQ technique is also a simple indicator that shows the strength or size of the role of a sector in a region compared to the role of the same sector in other regions. If the LQ value in a regional development sector is greater than one, then the sector concerned is a strong sector. Hence, the area is potentially an exporter of products from that sector to other regions. In contrast, if the LQ value is less than one, then the area is an importer of certain sector products (Azis, 1994). This LQ technique can be applied to several units of measure to determine the level of specialization of an area, such as employment opportunities, output, added value, and income.

In its application, the LQ technique can be used to analyze the economic potential in terms of domestic income (Gross Domestic Product) and employment opportunities in a region. The LQ formula uses the contribution variables of GRDP and labor per sector (Bendavid-Val, 1992 in Kuncoro, 2004 and Alkadri in Ambardi, 2002). The following is the LQ calculation with the GRDP contribution variable with the formulation:

$$LQ = \frac{E_i^R / E^R}{E_i^N / E^N}$$

where,

E iR = total GRDP in sector i in the R area

E R = total GRDP in R area

E i N = total GRDP contribution in sector i in the N reference area

E N = total GRDP contribution in the N reference area

The criteria for calculating LQ values are:

If LQ > 1, then the area is relatively over-specialized in the economic activity (sector) in question.

If LQ = 1, then the area is not over-specialized or under-specialized in the economic activity in question.

If LQ < 1, then the area is relatively less specialized in the economic activity in question.

Regional development that is oriented toward strategic areas and the utilization of local potential requires synergy and integration between sectors and between regions. Several studies have actually explained things related to this thought. Syafa'at (2000) conducted a study on the role of agriculture in the national development strategy which aims to evaluate economic development strategies and the role of the agricultural sector in the economy, using a policy simulation analysis with an induced investment approach from the supply side and the demand side. His study found that the agricultural sector deserves to be the mainstay sector. Meanwhile, the agricultural sector has proven to be resilient in the face of internal and external turmoil, capable as a locomotive towing economic growth in other sectors, capable of playing a strategic role in the national economy, and capable to respond to a government policy such as investment policy. Furthermore, Stiawan (2000) stated that the programs that can be carried out in the development of Commodity Trading Solutions in Riau Province are physical development programs, facilities and infrastructure development programs (transportation, irrigation, environment), economic development programs (financial analysis of superior commodities, economic value of superior commodities), community business activity development programs. Meanwhile, the programs that need to be implemented in the development of Commodity Trading Solutions in Food sector are the development of human resources, technology, and science, agricultural mechanization, and partnership activities.

Meanwhile, a study conducted by Mulyani (2007) suggests that farmers' income and land

prices indicate that the policy of developing agricultural areas has not significantly increased farmers' income in Cianjur Regency. However, the development of the agricultural area is significant to the increase in land prices at that location. Furthermore, Hasan (2003) conducted a study on an economically and ecologically oriented farmer's city spatial model in Gowa district, South Sulawesi province which aims to plan a farmer's city area that utilizes resources optimally with an economic and ecological orientation. The variables used were economic, social, and ecological variables. Farmer city spatial was analyzed using geographic information system, Location Quotient analysis, Revealed Comparative Advantage analysis, concentration index analysis, Quotient Distribution analysis, Scalogram analysis, and System analysis with Power Sim software. The results showed that the interaction of the farmer's city area with the surrounding area is one of the efforts to overcome economic, social, and community problems in the form of reducing disparities between regions, forming togetherness and complementary facilities, and the farmer's city functioned as a center for information, tourist visits, services and services, marketing and distribution of agricultural products.

Masykur (2002) conducted a study on the Analysis of Priority Agricultural Sector Determination in Riau Province in the Regional Autonomy Era to know the priority agricultural sector in the agricultural development of Riau Province in the era of regional autonomy, as well as to identify problems in the development of the agricultural sector in Riau Province using Location Quotient analysis (LQ) on Regional Income for a period of five years (1996-2000). The study found that the agricultural sector in the fisheries sub-sector is a priority and the basis sector for agricultural development in Riau Province. Furthermore, a previous study conducted by Sjafrizal (1984) on regional development policies analyzed the basic activities in the four main development areas in Indonesia in order to formulate regional development policy patterns. Identification of basic activities (sectors) in each of the main development areas was carried out using the location quotient (LQ) method based on indicators of Gross Regional Domestic Product (GRDP). From the identification, it was concluded that the activities that should be developed in the main development area A are agriculture, especially food crops, and plantations, as well as mining and excavation, in the main development area B as the base sector is industry and services, in the main development area C is trade and industry, while the main development area D is agriculture.

The effect of macroeconomic policies on the agricultural sector in Indonesia's economic development, based on research by Sipayung (2000) using econometric models and parameter estimation of the 2-SLS method, shows that foreign exchange and international trade policies, government investment allocations, and bank credit allocations in the agricultural and non-agricultural sectors determine the growth of the agricultural sector. The combination of policy changes, namely a reduction in the distortion of the rupiah exchange rate, a decrease in international trade distortions followed by an increase in the allocation of government investment and bank credit to the agricultural sector as well as increasing linkages between the agricultural sector and the non-agricultural sector can improve the agricultural barter exchange rate, increase output growth in the agricultural sector and the economy as a whole.

RESEARCH METHOD

Following the aims of the study, this study was limited to Singingi Subdistrict involving 14 villages. The study was carried out from July to November 2021 by initially preparing a proposal 4 (four) months prior to the implementation. After both secondary and primary data were collected, the data were processed through tabulation and compiled following the needs of the analysis. The descriptive quantitative analytical method that combined the basics of conducting surveys and field study, relevant theoretical, logical, and pragmatic thinking was used to analyze the development of leading commodity local potential for the development of Singingi Subdistrict, Kuansing Regency.

The use of LQ analysis techniques in this study was carried out by calculating the economic value of the economic sector in Kuantan Singingi Regency. Furthermore, this study also employed the Exponential Comparison Method (MPE), which is one of the methods of the

Decision Support System (DSS) used to determine the priority order of decision alternatives with multiple criteria. Using exponential calculation, the difference in value between criteria can be distinguished depending on the ability of the person who judges. Moreover, MPE is a decision-making method that quantifies the opinion of one or more people on a certain scale. This technique was used to help individual decision-makers to use a well-defined model design at the stage of the process. MPE might produce alternative values with more contrasting differences.

Total score (TN_t) $\sum_{j=1}^{m}(RK_{ij})^{TKK_j}$
Description :

TNi = Total value of the i-th alternative

RKij = Degree of relative importance

The j-th criterion at the i-th decision choice

TKKj = Degree of the importance of criteria

j-th decision TKKJ>0; round

n = Number of decision choices

m = Number of decision criteria

The ranking was done using the Borda Method, which is a method invented by Jean-Charles de Borda in the 18th century. The Borda method is a method used to rank preference decision-making. The Borda method is used in group decision-making to rank candidates based on the choices of each decision-maker (Zarghami, 2011). The Borda method can be used to accommodate the results of decision-makers. Calculations on the Borda use the weights for each ranking position generated by each decision-maker. The alternative option for the next ranking position is decided with a pairwise comparison.

FINDINGS AND DISCUSSION

The base sector is a sector that plays a role in the regional economy, meaning that its successes and failures have an impact on the overall economy. The economic basis theory that underlies the understanding of the base sector in regional development is used to determine the potential or role of a sector in the regional economy and its effects. (Richardson, 2002). Activities in the base sector will generate basic income, while non-basic activities will generate non-basic income. The sum of basic and non-basic income is the total income of the region concerned (Sjafrizal, 2008). Base sector activity implies that increasing the base sector activity in an area might increase the flow of income into the area. Hence. the increase in income as a result of the increase in the base sector might increase demand for goods and services in that area. The base sector in Kuantan Singingi Regency to find out potential sectors, in general, is presented in the results of the following LQ analysis:

Table 2. Results of Location Quotient (LQ) Analysis of Economic Sectors in Kuantan Singingi Regency 2014-2019

Business Sector	**LQ Value**	**Result**
A. Agriculture, Forestry, and Fisheries	1.92	**Base**
B. Mining and Quarry	0.26	**Non Base**
C. Processing Industry	1.03	**Base**
D. Electricity and Gas Procurement	0.65	**Non Base**
E. Water Supply, Waste Management, Waste and Recycling	1.55	**Base**
F. Construction	0.84	**Non Base**
G. Wholesale and Retail Trade; Car and Motorcycle Repair	0.39	**Non Base**
H. Transportation and Warehousing	0.52	**Non Base**
I. Provision of Accommodation, Food, and Drink	0.42	**Non Base**
J. Information and Communication	0.45	**Non Base**
K. Financial Services and Insurance	0.59	**Non Base**
L. Real Estate	0.78	**Non Base**
M, N. Company Services	0.17	**Non Base**

O. Government Administration, Defense and Mandatory	1.45	**Base**
P. Education Services	1.12	**Base**
Q. Health Services and Social Activities	0.89	**Non Base**
R, S, T, U. Other Services	0.90	**Non Base**

Source: Processed Data, 2021

Based on the results of the 2014-2019 LQ analysis, it can be seen that there were several economic sectors in Kuantan Singingi Regency included in the base sector group. They were Agriculture, Forestry and Fisheries, Processing Industry, Water Supply, Waste Management, Waste and Recycling, Government Administration, Defense and Mandatory Social Security, and Education Services. Eleven (11) other sectors were service industries that support the economy of Kuantan Singingi Regency.

Furthermore, based on the approach used, MPE was used to determine the purpose of determining the leading commodities per sector of the subdistrict, and the BORDA method was used to determine the ranking/priority.

1. Local Potential of Leading Commodities of Singingi Subdistrict per Sector

Based on surveys and interviews with key informants, the village head of villages conducted in Singingi Subdistrict, the leading commodities per sector of community economic activity in Singingi District were obtained.

The leading sector as a very important sector in the economic development of a region does not only refer to its geographical location but to a sector that spreads in various economic channels to able to move the economy as a whole. Leading sectors are sectors that are able to encourage growth or development for other sectors, both sectors that supply inputs and sectors that use their outputs as inputs in the production process (Widodo, 2006).

Based on the results of the MPE analysis and the importance of the criteria in the interviews with key informants, the MPE and BORDA analysis resulted in the leading commodities of each economic sector with the order and value of the MPE and BORDA scores as presented in the following table.

Table 3. Ranking and Value of Leading Commodities Per Sector/Economy in Singingi Subdistrict

No	Leading Sector/Business	Score	No	Leading Sector/Business	Score
Crops			**Trade, Hotel, and Restaurant**		
1	Cassava	0.5291	1	Grocery Trader/ Convenience Shop/ Daily Necessities	0.6611
2	Rice Paddy	0.3184	2	Traditional Market	0.2519
3	Soybean	0.0572	3	Shop	0.0371
4	Corn	0.0953	4	Mini Market	0.0266
5			5	Restaurant	0.0233
Fruits			**Transportation**		
1	Rambutan	0.4551	1	Travel	0.6452
2	Guava	0.1911	2	Freight	0.2172
3	Matoa	0.1341	3	Interprovincial Bus	0.0824
4	Longan	0.1162	4	Taxi bike	0.0551

No	Leading Sector/Business	Score	No	Leading Sector/Business	Score
5	Coconut	0.1036	5		
Vegetables			**Mining and Excavation**		
1	Spinach	0.3096	1	Gold	0.6725
2	Chili	0.2858	2	Sandstone	0.3275
3	Water spinach	0.2303	**Electricity/ Gas/ Clean Water**		
4	Long beans	0.0924			
5	*Pitulo*	0.0818	1	Refill Water/Gallon	1.0000
Livestock			**Building and Construction**		
1	Cow	0.5711	1	Building Materials Store	1.0000
2	Buffalo	0.1661			
3	Chicken	0.1334			
4	Goat	0.1202			
5	Duck	0.0092			
Fisheries			**Finance, Leasing & Corporate Services**		
1	Nile Tilapia	0.3747	1	House for Rent	0.4378
2	Catfish	0.3262	2	BRILink	0.3525
3	Goldfish	0.1992	3	Savings and Loan/ Individual Cooperatives	0.2097
4	Patin	0.0689			
5	Gourami	0.0310			
Plantation			**Services**		
1	Palm Oil	0.7610	1	Education	0.6182
2	Rubber	0.2196	2	Health/Polyclinic	0.2005
3	Chocolate	0.0133	3	Culture	0.0974
4	Coconut	0.0049	4	Automotive Repair Shop	0.0611
Processing Industry			**Tourism**		
1	Ginger/Tofu/Tempeh Chips	0.4696	1	Waterfall	0.1441
2	Catfish/Intestines/*Tunjuk* Crackers	0.2128	2	Lubuk Oguang	0.1441
3	Sumedang Tofu/Tempeh	0.1238	3	Agritourism	0.0392
4	Bingko Cake	0.0969	4	Educational Tour	0.3965
5	Bread	0.0969	5	Village Pond	0.2761

Source: Processed Data, 2021

The table above shows that the leading/superior commodities/economic businesses per sector in Singingi Subdistrict have the potential to be developed for regional development. The data are presented based on existing conditions to give an idea that in food crops, for example, rice commodities in this area are not a top priority for community businesses in this area. Related to this, if the regional government expects to increase rice production as the main food crop commodity, it is necessary to carry out policies and programs in regional development that support the development of farmers who work on these commodities. Likewise, for commodities in other sectors, the existing conditions can be identified when this study was carried out as material for policy synchronization in the development of regional superior commodities that can increase the income of the population, and be able to support the development of regional development based on local superiority.

2. Priority of Local Potential Leading Commodities for Regional Development of Singingi Subdistrict

Furthermore, the cross-sectoral potential superior commodities for regional development in Singingi Subdistrict can be seen in the following table:

Table 4. Ranking and Scores of Leading Commodities across Sector/Economy in Singingi Subdistrict

No	Sector	Commodity	Cross-Sectoral Score (by Ranking)
1	Plantation	Palm Oil	0.0902
2	Livestock	Cow	0.0713
3	Services (Individual or Household)	Education	0.0710
4	Trade/ Hotel/ Restaurant	Grocery Trader/ Convenience Shop/ Daily Necessities	0.0626
5	Fishery	Nile Tilapia	0.0497
6	Finance/ Leasing/ Corporate Services	House for Rent	0.0455
7	Fishery	Catfish	0.0433
8	Electricity/ Gas/ Clean Water	Refill Water/Gallon	0.0402
9	Finance/ Leasing/ Corporate Services	BRI Link	0.0366
10	Building/Construction	Building Materials Shop	0.0296
11	Livestock	Goldfish	0.0264
12	Plantation	Rubber	0.0260
13	Trade/ Hotel/ Restaurant	Traditional Market	0.0239
14	Fruits	Rambutan	0.0235
15	Services (Individual or Household)	Health/Polyclinic	0.0230
16	Services (Individual or Household)	Individual/ Save and Loan Cooperatives	0.0218
17	Processing Industry	Ginger/Tofu/Tempeh Chips	0.0213
18	Livestock	Buffalo	0.0207
19	Transportation	Travel	0.0206
20	Livestock	Chicken	0.0167
21	Vegetables	Spinach	0.0160
22	Livestock	Goat	0.0150
23	Vegetables	Chili	0.0147
24	Crops	Cassava	0.0146
25	Vegetables	Water Spinach	0.0119
26	Mining and excavation	Gold	0.0113
27	Services (Individual or Household)	Culture	0.0112
28	Fruits	Guava	0.0099
29	Fishery	Catfish/Intestines/*Tunjuk* Crackers	0.0096
30	Processing Industry	Patin	0.0091

No	Sector	Commodity	Cross-Sectoral Score (by Ranking)
31	Crops	Rice Paddy	0.0088
32	Services (Individual or Household)	Automotive Repair Shop	0.0070
33	Fruits	Matoa	0.0069
34	Transportation	Freight	0.0069
35	Tourism	Educational Tour	0.0063
36	Fruits	Longan	0.0060
37	Processing Industry	Sumedang Tofu/Tempeh	0.0056
38	Mining and excavation	Sandstone	0.0055
39	Fruits	Coconut	0.0054
40	Vegetables	Long Bean	0.0048
41	Processing Industry	Bingko Cake	0.0044
42	Processing Industry	Bread	0.0044
43	Tourism	Village Pond	0.0044
44	Vegetables	Pitulo	0.0042
45	Fishery	Gourami	0.0041
46	Finance/ Leasing/ Corporate Services	Shop	0.0035
47	Crops	Corn	0.0026
48	Services (Individual or Household)	Sewing Services	0.0026
49	Transportation	Interprovince Bus	0.0026
50	Trade/ Hotel/ Restaurant	Mini Market	0.0025
51	Tourism	Lubuk Oguang	0.0023
52	Building/Construction	Waterfall	0.0023
53	Trade/ Hotel/ Restaurant	Restaurant	0.0022
54	Transportation	Taxi bike	0.0018
55	Crops	Soybean	0.0016
56	Plantation	Chocolate	0.0016
57	Livestock	Duck	0.0011
58	Tourism	Agritourism	0.0006
59	Plantation	Coconut	0.0006
60	Plantation	Betel Nut	0.0001

Source: Data Processed, 2021

Based on the table above, it can be seen that the plantation sector ranks first, and this is in line with the results of the LQ analysis which shows the plantation sector, especially palm oil, is a regional superior product in Kuantan Singingi Regency, and based on the results of the above data analysis, it is known that it is also the main superior commodity in the subdistrict. Singingi in local potential-based economic development in this area. In the second position, the livestock sector with cattle cultivation commodities is a superior potential that deserves to be developed in this area. The agricultural sector in general is indeed a sector that plays a major role in regional economic development in Singingi District; especially in the plantation, livestock, and fisheries sectors.

The results of the analysis indicate that the palm oil industry/its derivatives have the main potential to be developed for regional development in Singingi Subdistrict. As part of Kuantan Singingi Regency, the direction of the development policy of Kuantan Singingi Regency and other regions in Riau Province is to implement poverty alleviation through improving the people's economy and community welfare; improving public education, and improving public health.

Regional development based on regional superior commodities is the government's effort to develop a people's economic system that relies on market mechanisms with export development and strengthening market institutions; moreover, the policy for developing superior commodities is also related to the development of the investment climate, opening up investment

opportunities and developing community/SME businesses.

The development of a people's economy based on local superior commodities is an effort to activate small and medium entrepreneurs to create strong and independent small and medium entrepreneurs, both formally and informally and medium entrepreneurs as well as facilitating mutually beneficial partnerships is one of the supporters of success in the economic field. This strategy can be implemented by giving priority to a commodity that has been determined to be a regional superior. This strategy is indeed spatial, indicating that development is no longer seen based on the location/place of business, but prioritizes commodities that are truly regional superiors that have been determined. Regional economic development policies that are set in an area must be adapted to the conditions (problems, needs, and potentials) of the area concerned. Therefore, an in-depth study on the state of each region must be carried out to obtain useful data and information for determining the regional development planning concerned (Arsyad, 2010).

CONCLUSION AND SUGGESTIONS

A study on the development of local potential leading commodities for regional development in Singingi Subdistrict, Kuansing Regency is one of the main strategies for developing superior commodities for strengthening the community's economy. This accommodates efforts to mobilize regional development ideas by distributing development activity centers according to the regional strategic potential and strengths.

From the results of this study, it can be concluded that the selected cross-sector superior commodities represent the unique potential of the local area. The main superior products based on the analysis carried out are oil palm plantations and ruminants (cows), and fisheries. This is in line with the geographical conditions of Singingi Subdistrict which is part of Kuansing Regency based on agriculture.

Based on the condition of the development of superior commodities for regional development in Singingi Subdistrict Kuansing Regency, several recommendations related to technology development focused on commodity centers are as follows: increasing capacity building in the form of implementing technical training as well as business management and marketing training, increasing institutional capacity in the form of strengthening the role of farmer/livestock groups, business groups, MSMEs, and BUMDes as the main drivers of the rural economy. In terms of product development, it could be done through research related to superior commodities. Moreover, network and market improvement efforts that could be made were expanding the network with various stakeholders, creating distribution channels, and protecting price stability. At last, technology should be improved to increase the yield of superior commodities to increase production. The technology that needs to be developed is related to seeds/seedlings and animal feed processing for ruminant livestock commodities, as well as diversification of superior commodities and their derivatives for oil palm commodities.

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