

DEVELOPMENT STRATEGY TOWARDS A SELF-SUSTAINING VILLAGE BASED ON SDGs THROUGH THE TOURISM POTENTIAL OF SAMAR VILLAGE, PAGERWOJO DISTRICT

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Abstract: Sustainable Development (Sustainable Development Goals or SDGs) is a development concept that aims to meet current needs without reducing the ability of future generations to meet their needs. One effort to implement the SDGs program is through the independent village program in Samar Village, Pagerwojo District, Tulungagung Regency. Samar Village has economic potential in the fields of plantations, agriculture, animal husbandry, and tourism. The aim of this research is to analyze the sustainability of development towards independent villages based on sustainable development goals (SDGs) by optimizing tourism potential in Samar Village. The research method used was exploratory qualitative, applying Talcott Parson's AGIL theory. The results of this research show that the Samar Village community has balanced potential and challenges. The synergy between society, institutions, and government is needed to design sustainable development strategies, including collaboration with non-governmental organizations, university partners, and the central government to optimize village potential.

Keywords: SDGs, Samar Village, independent village toward a self-sustaining village, tourism potential

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INTRODUCTION

The empowerment of Samar Village as a tourist destination needs to be aligned with its existing potential, with the introduction of the village taking place through both digital and conventional media. The implementation of edu-tourism represents a pivotal strategy for the advancement of the village's potential, offering structured educational and training opportunities for both the local community and visitors (Faridah, 2021). The involvement of diverse stakeholders, including village-owned enterprises, family empowerment and welfare programs, community empowerment organizations, village officials, and residents, is crucial as they possess a deeper understanding of the village's unique capabilities.

This edu-tourism empowerment strives to foster a self-reliant village through sustainable development based on SDGs. In light of the aforementioned, sustainable development or SDGs are aligned with the solutions to the issues in Samar Village. It aims to establish a self-reliant village by optimally utilizing the existing potential for the benefit of the community and to facilitate enhanced village development. A self-reliant village is a concept in the management and empowerment of Samar Village, with the aim of improving the welfare of its residents by optimizing the village's potential (Badung et al., 2024). Recently, Samar Village has been confronted with a number of obstacles, such as a lack of branding through social media, limited human resources to manage the village's potential, insufficient lodging facilities, and ineffective monitoring of educational programs for the residents. In the absence of suitable solutions, these challenges may impede the village's development. Therefore, the implementation of appropriate and structured strategies, including an SDG-based sustainability analysis, is essential to support Samar Village in becoming a competitive and self-reliant community. One potential solution to address these issues is to conduct a sustainability analysis based on the Sustainable

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Development Goals (SDGs) with a focus on self-reliance in Samar Village, with a particular emphasis on the village's tourism potential. Previous studies have identified various challenges in village development. For example, (Kodir, 2018) demonstrated that investments in Batu City exceeded Regional Medium-Term Development Plan targets, with economic growth reaching 8.3%. However, the impact of tourism, including extensive land acquisitions and spatial planning dependent on investors, has affected the cultural values and mindset of Batu residents (Vijulie et al., 2018) observed low accessibility in the Murgu area due to poor road networks. Their analysis indicated that the tourism potential in the area had not been fully realized, in part due to a lack of vision from the local authorities, which concentrated solely on watermill complexes and overlooked other attractions.

Further (Ramadhani et al., 2022) described that the realization of SDGs is often ineffective due to poor management and weak budget strategies, which hindered the success of SDGs in Desa Bringala (Damayanti Asikin and Titisari, 2024). Underscored the significance of branding strategies in enhancing the potential of developing villages, as exemplified by Desa Pela. Ramadhani and Prihantoro, 2020 underscored the necessity of testing diverse strategies to ascertain the optimal approach for implementing SDGs in Bojonegoro Regency. Untari et al., 2023 emphasized the advancement of agrotourism in Desa Benteng by confronting the challenges, capitalizing on the opportunities, and assessing the impacts of SDGs while fostering collaboration with various stakeholders to bolster village development.

The subsequent studies, such as by (Sartika, 2023), identified challenges associated with land conversion and economic shifts, suggesting the need for agrotourism development based on local potential. Rohmah et al., 2024 concentrated on ecoprint education as a means of encouraging entrepreneurial activity within local communities. In a similar vein, (Wiralestari et al., 2024) highlighted the importance of improving village officials' performance to enhance governance and sustainable village development. Hasan, 2023 emphasized the significance of digital platforms, particularly websites and YouTube, in facilitating village branding in the context of globalization. Sudirman et al., 2022 concluded that the implementation of e-planning was effective in Kendari's regional development, reducing poverty and boosting the local economy (Purmiyati and Rahmawati, 2024). Underscored the significance of local batik as a pivotal tourism draw in Desa Tampaksiring, whereas (Riswandha, 2021) explored the integration of natural resources as a tourist attraction in support of SDGs. (Rahmayani et al., 2022) Illuminated the function of green economy education in Desa Gedangan, exemplifying the efficacy of collaboration in sustainable development. Pranoto et al., 2023 the study identified potential for development in Desa Berjo. However, concerns were raised regarding corruption among village officials and tourism managers. It is imperative that stakeholders collaborate to prevent these issues and reduce unemployment. (Mustoip, 2022) underscored the importance of promoting local products from Rumah Amal in Desa Bodesari, while (Hasanuddin et al., 2023) focused on encouraging entrepreneurship in Kecamatan Walea Besar. Abdillah and Sholihah, 2023 underscored the significance of digital marketing education in fostering awareness of small and medium enterprise opportunities in Desa Plosokerep. In light of these studies and the challenges in Samar Village, a phased and structured edu-tourism empowerment program aligned with SDGs is put forth as a potential solution to achieve a self-reliant village, with the aim of enhancing community welfare by capitalizing on the strengths of Samar Village, as elucidated through Talcott Parsons' AGIL theory.

LITERATURE

Sustainable development in villages based on SDGs is an effort to achieve sustainable village development by referring to the Sustainable Development Goals (SDGs) (Amruddin et al., 2024). The SDGs emphasize universal, integrated, and inclusive principles. Thus, it is expected that all community layers can benefit from the development carried out. One of the village potentials that can be developed in Samar Village is the tourism sector. Rural tourism differs from urban tourism in terms of objects, locations, functions, characters, and scales (Linderová et al., 2021). Figure 1 shows the geographical location of Samar Village, situated in Tulungagung Regency, East Java, along with its proximity to other potential tourist destinations.

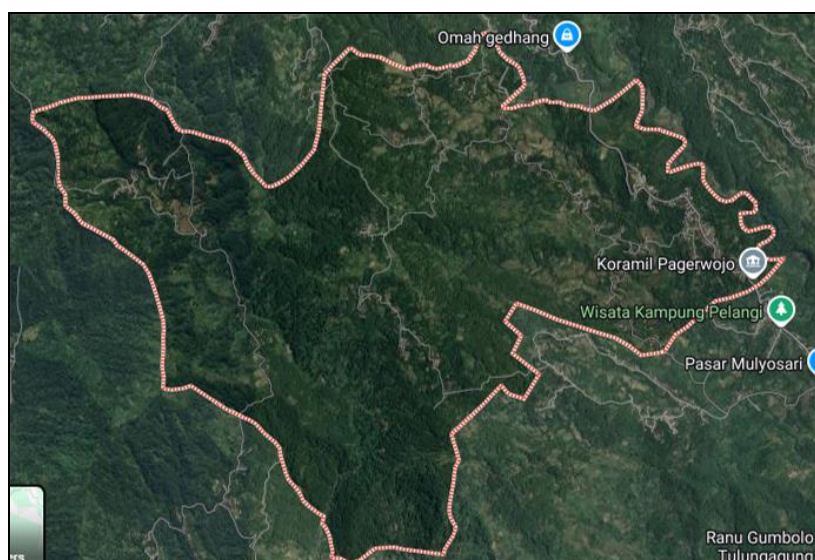


Figure 1. The Location of Samar Village (Source: Google Earth)

The availability of facilities and unique attractions in Samar Village deserves attention so that existing potentials can be continuously developed. Tourism development analysis using the AGIL theory is considered highly significant for post-COVID-19 recovery. The AGIL theory, introduced by Talcott Parsons, encompasses Adaptation, Goal Attainment, Integration, and Latent Pattern Maintenance (AGIL), describing the social functions that must be fulfilled by a society to maintain a stable social life (Pritania and Sandora, 2024).

First, is adaptation. The system must be able to adapt to needs that come from outside. The Samar Village Government, together with the entire community, must be able to adapt to the changes that occur. Tourism development requires synergy from all parties to create changes for the implementation of sustainable development goals through optimizing the tourism sector. Adaptation needs to be carried out by the government, at the community level, in terms of physical development, and by regional regulations that support the tourism sector.

Second, is goal achievement. A system must be able to provide a definition of goals and achieve its goals. The ability of a system to define a goal will make it easier to mobilize the resources needed to achieve that goal. Efforts to formulate strategies and determine policy direction can help optimize government performance, especially in carrying out bureaucratic transformation and reform. Apart from that, formulating strategies and determining policy direction can also help the government in improving the performance and capacity of regional governments.

Third, is integration. The integration function provides control over each component. SDGs-based sustainable village development focuses on tourism development. Tourism development in Samar Village is integrated through the creation of policy directions that focus on tourism development, which is implemented through synergistic and sustainable village development. Fourth, maintenance of latent patterns. The system must complement, maintain, and renew the motivation that individuals have and form cultural patterns to be able to maintain this motivation. Research regarding the development of tourist areas was previously carried out by (Chamidah, 2024) in Cirebon Regency.

The realization of area-based tourism through the AGIL Theory is realized by:

1. Community adaptation towards a tourism community, adaptation to tourism amenities, as well as adaptation to government regulations that can support tourism; 2). Achievement of tourism development goals which are realized in developing the tourism vision and mission of (Cirebon Regency; 3). Integration between sectors of tourism development actors; 4). Development of latent patterns through applicable values, norms and laws. The AGIL concept in community empowerment is also applied to the management of the Harlem Beach tourist attraction carried out by the Jayapura Regency Culture and Tourism Office (Mulyana and Siby, 2020). Efforts made include building facilities, providing skills training and promotions. However, there are still problems with customary rights, limited facilities, lack of capital, lack of BUMKAM, poor community thinking patterns and infrastructure. So it is considered not optimal.

Determining a development strategy towards a sustainable village requires the active involvement of the government, local communities and local resources (Rainanto et al., 2023). There are strengths and opportunities that can be utilized to minimize weaknesses and threats to increase community participation in realizing Village SDGs (Ekawati and Rahmawati, 2023). The development of tourist villages needs to be planned well in order to create harmony and balance in the village environment through sustainable tourism (Demolinggo et al., 2020). Sustainable tourism development can improve the welfare of local communities and preserve cultural heritage. Based on research conducted by (Hariyadi et al., 2024) the main strategy that can be implemented for sustainable tourism development is through community empowerment, the government playing an active role as a facilitator, infrastructure development, and collaboration between the government, private sector and NGOs that can support village tourism.

MATERIALS AND METHODS

This study employed an exploratory qualitative method conducted in Samar Village, Pagerwojo Sub-district. This location was selected as it aligned with the research focus and objectives, which sought to analyze sustainability toward a self-reliant village based on SDGs through the tourism potential in Samar Village. The rationale for employing an exploratory qualitative method was to gain an in-depth understanding of phenomena or problems. The study also aimed to analyze sustainable development toward a self-reliant village based on the Sustainable Development Goals (SDGs) by optimizing the tourism potential in Samar Village. The data collection process encompassed observation, interviews, documentation, and a comprehensive literature review pertinent to the subject matter.

The research was conducted over approximately 5–6 months (January - June 2024) until the point of data saturation was reached. The data collection was divided into two categories, namely primary and secondary data. Primary data was garnered directly from the research site through interviews, documentation, and voice recordings (Yin, 2017). The rationale for employing primary data was to guarantee the veracity of the information and to establish a basis for analysis of sustainability in a self-reliant village based on SDGs through the lens of tourism in Samar Village. In contrast, secondary data was sourced from reliable media outlets, including websites, articles, journals, reports, and books (Connor, 2020). The utilization of secondary data is tailored to align with the specific research objectives and focus.

The research subjects were selected using purposive sampling to ensure that the data was complete and representative. These subjects included the village head, youth organization (Karang Taruna), village council (BPD), residents, and livestock farmers. These respondents were selected because they align with the research focus on Samar Village, as summarized in Table 1, with some also serving as managers, stakeholders, and active participants in daily activities as native residents of Samar Village. Therefore, it can be concluded that the respondents are appropriate for the purposes of supporting the data required for the study. The data analysis was performed following the technique described by (Matthew et al., 2014).

Table 1. List of Informants (Source: Researcher Documentation, 2024)

<p>The Head of Samar Village:</p> <ol style="list-style-type: none"> 1. Possesses knowledge and experience related to the village's vision, mission, objectives, village programs, and the background of Samar Village. 2. Understands the planning and potential of the village for sustainable development. 3. Ensures effective governance and management of the village for the people of Samar, including aspects of service, administration, and village development. 4. Can provide strategic information on initial challenges, strategies used, impacts, and issues faced by Samar Village. 	<p>BPD (Village Consultative Body):</p> <ol style="list-style-type: none"> 1. Ensures that village governance operates according to democratic principles, transparency, and community participation. 2. Responsible for drafting and establishing village regulations, accommodating and channeling community aspirations, supervising the performance of the village government, and discussing and approving the village budget (APBDes). 3. Ensures transparency and accountability in village governance, provides input on village development priorities, conducts village deliberations, and participates in the selection of the village head.
<p>Karang Taruna (Youth Organization):</p> <ol style="list-style-type: none"> 1. Actively involved in the village government planning. 2. Has insight related to youth to mobilize and motivate young people to actively participate in village development. 3. Can provide strategic information on initial challenges, strategies used, impacts, and issues faced by Samar Village. 	<p>Farmers in Samar Village:</p> <ol style="list-style-type: none"> 1. Possess knowledge related to animal husbandry. 2. Understand future opportunities as well as various challenges in farming. <p>Can provide strategic information about initial challenges, strategies used, impacts, and issues occurring in Samar Village.</p>
<p>Residents of Samar Village:</p> <ol style="list-style-type: none"> 1. Native to the village; Understand daily life activities. 2. Familiar with and knowledgeable about the village's potential. 	

This technique comprised five key steps, including data collection, data sorting, data reduction, data display, and conclusion drawing. The primary objective of data analysis in this research was to gain a comprehensive and reliable understanding of the phenomenon under study. This was achieved through the identification of patterns, relationships, and meanings within the collected data, which were further employed to test hypotheses, formulate findings, and potentially develop new theories when necessary. The overarching goal of this data analysis was to make a substantial contribution to the research objective of analyzing sustainability towards an independent village based on SDGs through the tourism potential in Desa Samar. This study adopted Talcott Parsons' AGIL Theory, which posits a conceptual framework for understanding the functioning and survival of social systems in society. The theory delineates four fundamental functions through which social systems operate: adaptation to the environment, achievement of common goals, integration of diverse societal components, and maintenance of values and norms across generations. The rationale for employing this theory was to gain insight into the intricacies of social interactions and the nuances of change in Samar Village. This included identifying potential avenues for growth, challenges, and optimal solutions, which can inform strategies for sustainable development and an independent Samar Village.

RESULTS AND DISCUSSION

Mapping of Samar Village Potential

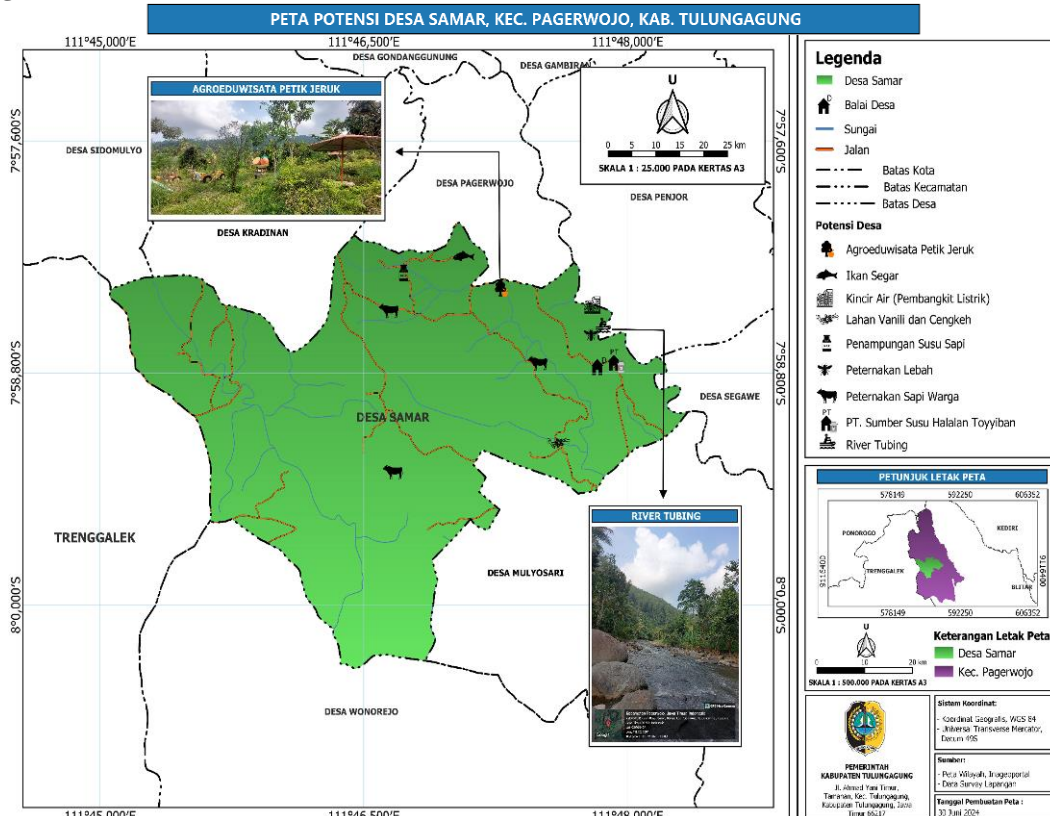


Figure 2. Village Potential Map (Source: Researcher, 2024)

The Samar Village potential map (Figure 2) presents detailed information on various sectors such as agriculture, livestock, tourism, and energy, using distinctive icons and designs for easy understanding. Each sector is marked with unique colors and images that serve as visual markers and branding tools. The map also features a compass and road symbols to improve navigation. With this map, stakeholders can accurately identify areas of potential, formulate policies, and make more effective resource allocations. The goal is to increase the effectiveness of development programs and ensure proper attention to each sector in Samar Village.

Agricultural Sector Potential

Samar village has high potential for the cultivation of plantation crops such as vanilla and cloves, but the number of farmers involved is declining and market opportunities are not being fully utilized. Nine members of this village are members of the Forest Farmers Group, implementing a polybag planting system for various crops and showing interest in using organic liquid fertilizer from cow urine. Although the geographical conditions favor the cultivation of vanilla, cloves and mushrooms, many farmers sell vanilla in its raw form, which has a lower price than dried vanilla. By harvesting vanilla at optimal dryness, farmers can increase profitability. Therefore, the application of organic fertilizers, efficient cultivation techniques, and improving farmers' knowledge and skills in crop management and marketing strategies are essential to optimize agricultural yields in Samar Village.

Livestock Sector Potential

Approximately 60% of Samar villagers are involved in dairy farming, providing great opportunities for milk production. However, this potential has not been fully utilized as many dairy products are sold in an unprocessed state, due to a lack of processing knowledge. Innovations in dairy processing and more effective task distribution are needed. For example, Dyah Rini's milk cracker mixer and cutter can be modeled. Good brand guidelines have also significantly improved dairy management and marketing (Ec and Rini, 2018).

In addition, the beekeeping sector offers high-value products such as honey, royal jelly and propolis. Although honey is in demand by a wide range of people, challenges in obtaining pure honey remain. Extension on beekeeping increased people's awareness of its benefits, as evidenced by the tripling of honey yields after the implementation of the community partnership program, which had a positive impact on the income of farmer groups (Sabariyah and Jufri, 2022).

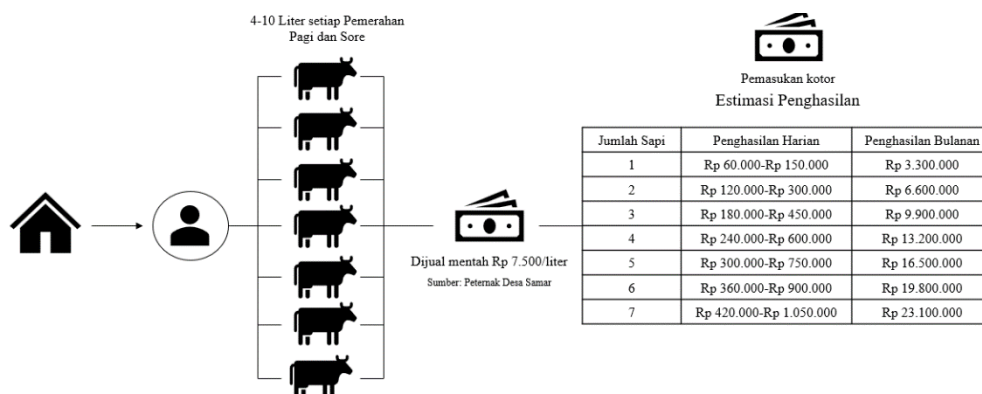


Figure 3. Income from Dairy Cattle Farming (Source: Researcher 2024)

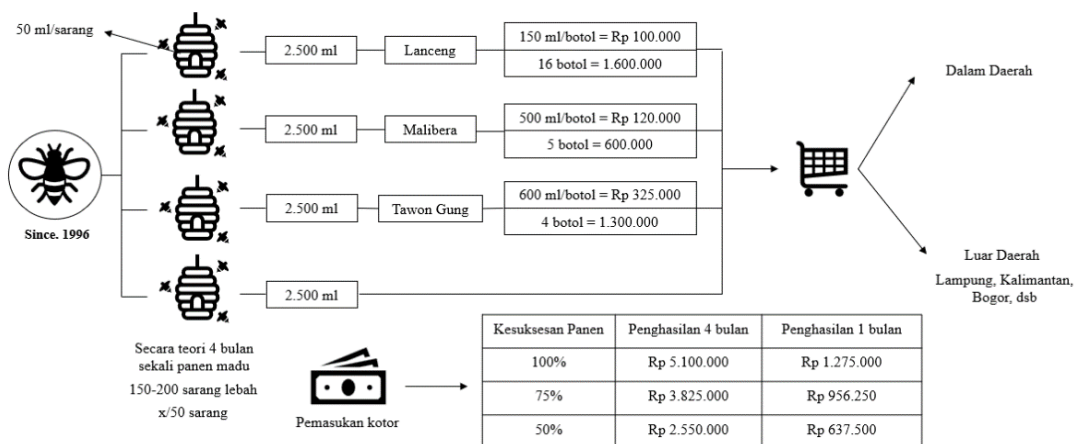


Figure 4. Honey Livestock Sector Income (Source: Researcher, 2024)

Interviews in the livestock sector revealed that Samar Village, located in the Pagerwojo sub-district, is a major producer of fresh cow's milk, with nearly 60% of the population involved in dairy farming. The average cow produces 4-10 liters of milk per day, sold at IDR 7,500 per liter. Although there is potential to process the milk into value-added products, most of the milk

is still sold raw. The SWOT analysis shows that the community tends to be conservative, as income from fresh milk sales reaches IDR 3,300,000 per month, as seen in Figure 3. To optimize this potential, it is recommended to focus on task-sharing in product development. Samar Village also shows potential in beekeeping with the production of three types of honey: Malibera, Tawon Gung, and Lancing, harvested every four months, with sales revenue reaching IDR 1,275,000 per month. During the pandemic, the demand for honey increased, creating opportunities for developing marketing and branding strategies. Figure 4 illustrates the income from the honey livestock sector. The assistance plan will focus on publicizing and promoting honey products to expand the market, with continuous evaluation to optimize the marketing strategy.

Tourism Sector Potential

Tourism development in Samar Village has great potential to improve the economy, in accordance with Law No. 10/2009, which states that the development of tourism objects can increase regional income and community welfare (Kurnianto and Kurnianto, 2021). One of the main potentials is Citrus Agroedutourism, driven by the village's green environment and community involvement in planning and management. However, a major challenge is the lack of human resources to manage the area (Apriadi et al., 2023). Citrus Agroedutourism in Dusun Gading, with approximately 200 citrus trees, was negatively affected by the lockdown policy during the pandemic. Researchers plan to assist with revitalization by cleaning and updating facilities. SWOT analysis shows operational facilities such as the café are adequate, but need to be updated. The renovation of the access road that has been carried out is expected to increase visitor comfort and have a positive impact on the village economy.

Energy Sector Potential

The strength of the energy sector in Samar Village lies in the use of waterwheels as micro-hydro power plants for lighting the rice fields. With the increasing demand for electricity, micro-hydro offers a sustainable solution by harnessing energy from the flow of water. The waterwheel fulfills the need for lighting the rice fields and serves as an important element in the village's energy resource management, where the greater the flow capacity and altitude, the more energy is generated. The waterwheel also serves as a cultural landmark and contributes to the ecological balance of the village. Surrounded by beautiful natural surroundings, the waterwheel offers a tranquil experience for visitors. Maintenance of the waterwheel is the responsibility of the village, with maintenance and repairs carried out at regular intervals.

Analysis of Samar Village's Potential Towards Self-Sufficient Village

Samar Village is located in Pagerwojo District, in a highland area with significant potential for cultivating horticultural crops, plantations, rice fields, and farms. This study aims to implement the concept of sustainable development (SDGs) to make Samar Village a self-sufficient village. The research involves an analysis based on the four pillars of the SDGs, which include people, planet, prosperity, and partnership, as shown in Table 2.

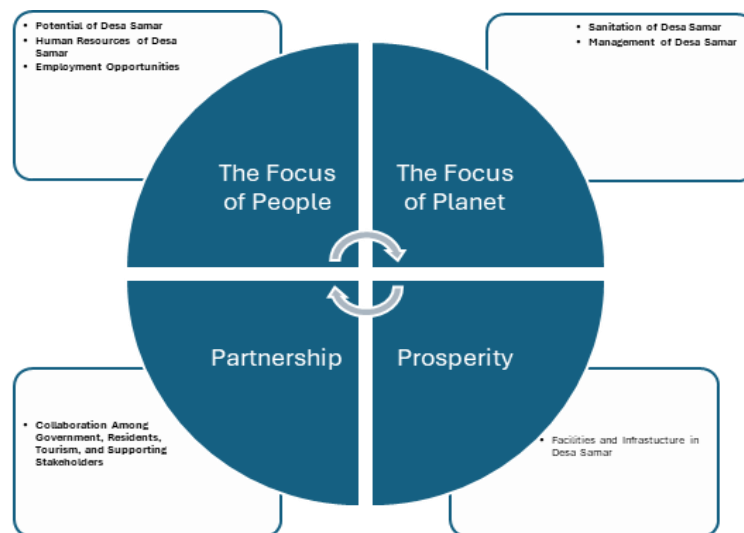


Table 2. Analysis of the 4 Main Pillars of SDGs (Source: Researcher Documentation, 2024)

THE FOCUS OF PEOPLE

Tourism Potential of Village Samar

Samar village in East Java is one of the largest cow's milk producing areas in Indonesia, with a population of 1,049 residents who are mostly involved in agriculture. Although the cow's milk is sold to middlemen without processing, the village is also known for its production of Klanceng honey, which is used for educational tourism. Agricultural potential includes coffee, coconut, pine wood, rubber, cloves and vanilla, but these commodities are sold without further processing. In addition, water tourism such as rafting and cafes and products from crushed stone also exist. However, the potential of citrus agroedutourism has not been fully utilized due to the impact of the pandemic and poor citrus yields, resulting in a lack of branding, facilities and funding.



Figure 5. Central part of Jeruk-Orange Tourism



Figure 6. Orange Tourism Icon

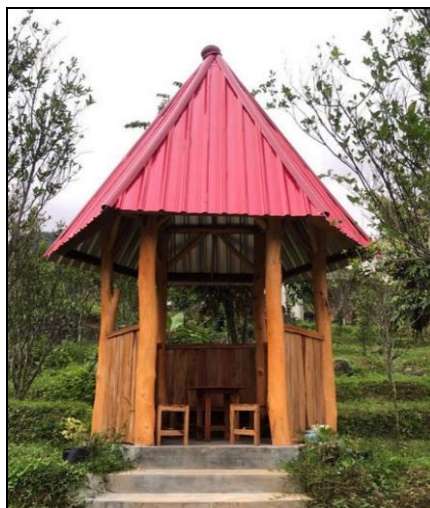


Figure 7. Visitor Rest Area



Figure 8. Samar Village River



Figure 9. River Tubing Activities



Figure 10. River Tubing Activities



Figure 11. Orange Tourist Appearance (Source: Researcher, 2024)

In an effort to develop tourism based on local potential, Samar Village has developed various tourism sectors, such as citrus agroedutourism and river tourism. For instance, the citrus tourism located in the central part of the village (see Figure 5) features a unique icon that attracts visitors to learn more about local agricultural products (Figure 6). A resting area for visitors is also provided for their comfort (Figure 7), while river tourism offers exciting activities such as river tubing, shown in Figures 8 and 9. Figure 10 depicts the river tubing activities that have become increasingly popular among tourists. With these activities, Samar Village has the potential to become a leading tourist destination that combines nature and education, as seen in the growing attraction of tourists to the village (Figure 11).

Human Resources in Village Samar

Samar villages face a major challenge in the quality of their human resources (HR), which remain limited and under-skilled. Short-termism often prioritizes instant gratification over long-term prospects. Good quality human resources are important to harness the village's development potential, such as optimizing branding, promotion, and product processing. Although training is often held to harness local potential, the program is less than optimal due to a lack of

supervision and motivation. The training program conducted by the village government and students aims to encourage entrepreneurship by utilizing local raw materials. Therefore, more effective HR strategies and planning are essential to support economic growth and productivity in Samar Village.

Employment Opportunities

Sustainable development or SDGs aim to enhance the well-being of all social classes, including those in Samar Village, which requires the implementation of sustainable planning strategies, particularly for the expansion and improvement of employment opportunities. According to Central Bureau of Statistics data on livelihoods in Samar Village, the primary sources of employment are in agriculture (1,052), processing industry (24), construction (77), trade, hotels, and restaurants (47), transportation and communication (9), finance and leasing (13), services (79), and others (36). The total number of workers is 1,328 out of 3,931 residents, with approximately 1,200 being of non-productive age and elderly, and about 2,700 being of productive age with an estimated 1,372 unemployed. Therefore, the implementation of an appropriate and optimal stage of sustainable development is necessary in the form of a well-designed strategy to reduce unemployment and prevent an increase in poverty, especially in Samar Village.

The Focus of Planet Sanitation in Desa Samar

Samar Village, situated in Kecamatan Pagerwojo, has successfully achieved the objective of equal distribution of water from a regional drinking water company to all its residents. The provision of clean water from this company to each household in the village has resulted in an improvement in the quality of life for residents, who are now able to meet their daily needs with greater ease, including cooking, washing, and sanitation. The regional drinking water company infrastructure in Samar Village has been well-developed and maintained, ensuring consistent availability of clean water without disruptions. This effort also supports the local agriculture sector as farmers now have better access to water sources for irrigation, thereby increasing agricultural productivity and the village's economic well-being. This success is the result of close cooperation between the village government, regional drinking water company, and local residents, who are all committed to improving access to clean water and supporting sustainable development in Desa Samar.

Management in Desa Samar

Waste management in Desa Samar is conducted in an exemplary manner, with each household being charged a fee of IDR 10,000-15,000. The implementation of a fee system for the collection and management of household waste ensures the regular maintenance of cleanliness and public health within the village. Waste is collected at regular intervals by designated personnel and transported to the final disposal site or subjected to further processing in accordance with its classification. The active participation and support of all village residents in paying these fees demonstrates their awareness and commitment to effective waste management for a clean and healthy environment. Furthermore, the fees are utilized to support additional cleanliness programs, such as the provision of trash bins in strategic locations and the dissemination of information regarding waste segregation. The success of this system enhances environmental quality and also elevates community awareness about the significance of maintaining a clean and healthy environment.

Facilities and Infrastructure in Samar Village

The development of the village as a tourist destination also necessitates the creation of supporting facilities in Samar Village. Currently, the village lacks accommodation, which presents a significant inconvenience to tourists, and road facilities that require improvement to avoid unpaved conditions. The planning for adequate and supportive facilities is essential for developing a self-sustaining village. In addition to improving existing facilities, the creation of tourism packages and organizing annual festivals tailored to the village's potential can further enhance its attractiveness.

Partnership (Collaboration between Government, Residents, Tourism, and Other Supporting Parties)

A significant challenge in Samar Village is the lack of effective government collaboration with various stakeholders and the monitoring of educational initiatives to support sustainable development toward an independent village. Therefore, collaboration and supervision from a variety of stakeholders is required. It would be beneficial for the village government to facilitate collaboration with other village apparatus with the aim of developing existing institutions, including LPM (Village Community Institution), PKK (Family Welfare Program), Bumdes (Village-Owned Enterprises), and Karang Taruna (Youth Organization). It is also recommended that partnerships with higher education institutions and the central government be established to create strategic plans and regular activity schedules with evaluations tailored to the community's potential and needs. This approach aims to foster the necessary cooperation for sustainable village development. Planning for sustainable development requires both effective strategies and capable human resources from the community, village government, and honest managers working synergistically to ensure that the SDGs-based development towards an independent Desa Samar is effectively realized and targeted.



Figure 12. Analysis of AGIL Theory in Research Focus (Source: Researcher Documentation, 2024)

Analysis of AGIL Theory with a Research Focus on Sustainability Towards an Independent Village Based on SDGs through the Tourism Potential of Desa Samar, Pagerwojo, Indonesia

Adaptation: In the adaptation phase of this research, researchers must adjust to the local residents' way of life. This is intended to enable researchers to become acquainted with the environment in Samar Village and to establish a rapport with the local community, thus facilitating the collection of necessary data. Therefore, it is essential to obtain the support of a number of stakeholders, including institutions, community members, and government officials.

Goal Attainment: For Goal Attainment, its objective is to analyze sustainability towards an independent village based on SDGs through the tourism potential of Samar Village. It seeks to provide solutions to enhance the welfare of the local community by leveraging the potential of Samar Village.

Integration: In the integration phase, the realization of sustainable development in line with the research goals requires collaboration from various supporting parties. This ensures that the research outcomes can serve as a reference for developing strategic plans for the sustainable development of an independent Desa Samar.

Latency: In the latency phase, the maintenance and enhancement of the collaboration among stakeholders involves ongoing and sustainable efforts. The improvement process entails a comprehensive evaluation of the potential, opportunities, issues, and solutions provided in order to ascertain their alignment with the needs of the Desa Samar community.

CONCLUSION

Samar Village, located in Pagerwojo District, Indonesia, is situated in a highland area with high suitability for a variety of agricultural activities, including horticulture, plantations, rice fields, and farms. The village has significant economic potential in agriculture, livestock, and tourism, including the utilization of its natural beauty and the promotion of local culture. The analysis of sustainable development (SDGs) focuses on four main pillars: People, Planet, Prosperity, and Partnership. The majority of the residents of Samar Village derive their livelihood from agricultural and livestock activities. The dairy farming industry in this village is managed by middlemen due to the absence of a local factory. Consequently, the packaging and branding of dairy products are conducted at a factory in Mulyosari Village.

Additionally, the region engages in apiculture, specifically the production of Klanceng honey, which serves as an edutourism attraction. Other activities include goat farming, and oyster mushroom cultivation, as well as plantations of coffee, coconut, pine wood, rubber, cloves, and vanilla. The challenges faced by the village include limitations in human resources, a lack of skills, and a demand for instant results without consideration of long-term potential. Additionally, there is a deficiency in government collaboration and oversight of educational programs. In order to achieve sustainable development, it is necessary to implement a robust strategy and collaboration between the community, local government, and managers. This will enable Desa Samar to become an independent village and effectively meet SDG goals.

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