

Research Article

Lebak Regency Government's Innovation in Accelerating Development from Underdeveloped Region Status

Nila Kurnia Wati, Izzul Fatchu Reza*, Edy Sutrisno

Polytechnic STIA LAN Jakarta

ORCIDNila Kurnia Wati: <https://orcid.org/0000-0002-3868-4925>Izzul Fatchu Reza: <https://orcid.org/0000-0001-7654-3093>**Abstract.**

Since 2019, Lebak Regency in Banten Province has been declared as a district that has relinquished its status as an underdeveloped area. Since then, Lebak has been incorporated in Underdeveloped Regencies List as one that has escaped from the underdeveloped condition. This study uses a descriptive approach through interviews and secondary data collection. The results of this study showed that in 2021, there were two process innovations and one product innovation carried out in the context of accelerating the development of Lebak Regency as an eradicated area. These innovations include the Unique Lebak Tourism Movement Innovation: Millennial Virtual Stage and the Launching of the Calendar of Events, and Citorek Strawberry Village and Investment Ease Information Services Innovation for Business Actors/Investors through the Investment Information System (SIMPEDAL). These three innovations are expected to encourage the acceleration of development in Lebak Regency, especially in the economic and tourism sectors.

Keywords: regional innovation, Lebak Regency Innovation, development acceleration, empowered region

Corresponding Author: Izzul
Fatchu Reza; email:
izzul.reza@stialan.ac.id

Published 21 June 2023

Publishing services provided by
Knowledge E

© Nila Kurnia Wati et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICoGPASS Conference Committee.

1. INTRODUCTION

One of the goals of the state is the welfare of the entire community. This is stated in the preamble of Republic of Indonesia 1945 Constitution, as a nation goal that is aspired to the shared vision of the founding of the Indonesian nation. This vision is always verbally remembered during apples, ceremonies, and other state events.

In achieving the desired prosperity, the reality is often still far from expectations. Various obstacles and challenges surround the achievement of prosperity for all Indonesian people, so that public welfare is still a big homework for the government and all elements of society until 77 years of Indonesia's independence.

OPEN ACCESS

It is not only the welfare of the people that must be the main concern of the government in managing the country, but also the distribution of welfare. Until now, there are still areas that are more dominant in terms of welfare and there are areas that tend to stagnate in pursuing the welfare of their people.

Periodically, the government categorizes underdeveloped regions, as stated in Presidential Regulation 63 of 2020 concerning the determination of underdeveloped regions for 2020-2024. There are 62 regencies declared as underdeveloped areas in 2020. This number is reduced from the 2015 stipulation through Presidential Decree number 131/2015 which states that there are 122 regencies declared as underdeveloped areas.

One area that has been removed from the category of underdeveloped area is Lebak Regency. Lebak Regency is an area in Banten Province which is only approximately 141.5 km from the capital city of the Republic of Indonesia, namely the Special Capital Region of Jakarta. Its condition as an area that until 2019 was still declared a disadvantaged area, in contrast to its proximity to the center of the state government, has often been the focus of many academics and practitioners.

In order to be able to transform into a better district and progress rapidly from its underdeveloped status, innovation is needed in carrying out development. The innovation in question.

Innovation activities contribute to economic growth both directly and indirectly through other macroeconomic factors, including the labor force and capital accumulation [1]. Neoclassical economic growth theories (Solow, 1956) and endogenous growth [2] recognize the importance of technological innovation in stimulating growth, generating technological progress and increasing productivity.

Innovation can lead to higher productivity, which means that the same inputs produce greater outputs. When productivity increases, more goods and services are produced [3].

There have been several previous studies that attempted to describe the condition of the Banten area as an underdeveloped area or an area that has taken off from being left behind or underdeveloped, such as research conducted by Oktaviana and Bachrudih which stated that the value of the Developing Village Index (IDM) issued by the Ministry of Villages, PDT and Transmigration, from all villages in the Banten Province area as many as 4 villages belonging to the category of Independent village (0.32%), 53 villages belonging to the category of developed villages (4.28%), 396 developing villages (32.0%) , 675 underdeveloped villages (54.5%) and the remaining 110 villages are classified as very underdeveloped villages (8.9%).

In addition, there is also a study conducted by Didu and Fauzi whose results state that simultaneously, population, education, and economic growth have an influence on poverty in Lebak district. In another study, Munandar and Sudrajat highlighted an increase in local revenue through the management of planned tourism objects in Sawarna Village, Bayah District, Lebak Regency.

From the various literatures that have been dug up by the research team, there has been no specific research that discusses innovation to accelerate the development of Lebak Regency, as an effort to further establish itself as an eradicated area.

2. LITERATURE REVIEW

2.1. Innovation

Innovation is a systemic process that focuses on the search for change and analysis of opportunities in the organizational structure [4]. Innovation can have long-term consequences in economic and social change. *First*, innovation can introduce novelty in the economic field. Innovation is essential for long-term economic growth. Both innovations tend to cluster in certain industries/sectors which can lead to faster growth and lead to structural changes in production, demand and ultimately organizational and institutional changes. Therefore, innovation must be useful in changing the structure. Third, differences in company performance are also determined by innovation, companies or countries that have high productivity and income are usually more innovative than companies or countries with low productivity and income [5].

Innovation cannot be separated from new knowledge, new ways, new objects, new technologies, and new inventors. [6] The first is knowledge, namely when innovation is born as new knowledge for the community in a certain social system. *Second*, the new way is when innovation is born as a new way for individuals or groups of people to solve certain problems. *Third*, the new object, namely when the innovation becomes a new object for its users. The fourth is new technology, namely when innovation comes from the results of technological progress. Fifth, new discoveries, namely when innovation is the result of new discoveries.

2.2. Type, Dimension and Level of Innovation

There are two forms of innovation, namely process innovation and product innovation. Process innovation is related to the use of new ways of producing a product while

product innovation is related to the output or results of the innovation itself and is more visible to users [5].

The innovation dimension consists of technology and management. Technology is related to the use of technological developments to produce innovation outputs. While management is related to structural innovation, organization, quality management, HRM control, etc. [5].

There are two levels of innovation, namely incremental and radical. Incremental relates to innovation that is partial in certain aspects while radical is comprehensive and completely different from the previous one [5].

3. RESEARCH METHODOLOGY

This study uses a qualitative method. Sugiyono (2014) explains that "qualitative methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and research results emphasize meaning rather than generalization." Sources of data used are primary and secondary sources. Primary sources were obtained from observations and interviews while secondary sources were obtained from documents obtained directly from related agencies and the internet. Data collection techniques were carried out through interviews, observations and document studies. Interviews were conducted with the Head and Secretary of the Lebak Regency Bap- pelitbangda. Observations are carried out indirectly by observing the conditions and the surrounding environment related to the research theme. Document studies are carried out by collecting and studying documents obtained directly from relevant agencies and the internet. Data analysis was carried out through Miles and Huberman's interactive model starting from data reduction, data presentation and drawing conclusions.

4. RESEARCH RESULTS AND DISCUSSION

In 2021, there are three innovations that have been carried out by the Lebak Regency government in accelerating development after becoming an eradicated area. These three innovations are also efforts made after the Covid-19 pandemic which has caused a decline in tourism visits and a decrease in the number of investment investors in Lebak Regency. Based on data from the Central Statistics Agency for Lebak Regency, in 2019 the number of tourist visits in Lebak Regency was 750,725 tourists and decreased to

63,227 tourists in 2020. Meanwhile, the number of domestic and foreign investors also decreased in 2020 from 30 investors in 2019 to 21 investors in 2020 (Lebak Regency Government Performance Report 2020).

4.1. Lebak Unique Tourism Stretch Innovation: Millennial Virtual Stage and Launching Calendar of Events

The unique Lebak tourism innovation is an innovation initiated by the Lebak Regency Tourism and Culture Office as an effort to accelerate the economic development of Lebak Regency and support the Lebak Regency Vision as a Leading Tourism Destination Based on Local Potential. Based on information from the Head of the Regional Research and Development Planning Agency of Lebak Regency in an Interview (2022) "Currently there are six leading tourist destinations in Lebak Regency known as Six Fantastic, including Baduy Tourism Village, Multatuli Museum, Citorek Tourism Area, Sawarna Beach, Badegur and Cikuya Tea House". Unfortunately, the Covid-19 pandemic has led to Large-Scale Social Restrictions (PSBB) which have led to restrictions on the tourism sector, resulting in a decrease in the number of tourist visits in Lebak Regency. This decline in tourist visits also has an impact on the MSME sector actors, one of which is the MSMEs in the Baduy Tribe who make souvenirs and souvenirs, honey, woven fabrics, and many others who have gone out of business. With this innovation, it is hoped that it can promote the uniqueness of tourism potential, cultural arts, and the characteristics of Lebak Regency to the entire community by utilizing information and communication technology so that it can increase tourism sector visits again. In addition, this innovation is also expected to help art creators during the Covid-19 pandemic.

Lebak Unique in this innovation is considered a miniature of Lebak City which is packaged in promotional activities to identify tourism potential, cultural arts and the characteristics of Lebak Regency through a virtual stage. This innovation is also a series of commemorations of the 192nd anniversary of Lebak Regency which will feature ethnic costumes, performances of traditional and contemporary cultural arts and the launching of Lebak Regency tourism events in 2021. This innovation also involves various communities to display their arts.

Based on the type of innovation by Martinez-Costa et al (2020), the form of Lebak Unique Tourism Stretch Innovation: Millennial Virtual Stage and Launching Calendar of Events is a form of process innovation. Martinez-Costa et al., (2020) explain that "process innovation is the use of new ways of producing a product". The process innovation referred to in this innovation is a new way to promote tourism potential in

Lebak Regency, namely through a virtual stage that utilizes digital technology. Through this online promotion, it is hoped that it will not only reach tourists from around Lebak Regency but also national and international tourists. This innovation will also make it easier for tourists who will visit because of the activity calendar that was launched so that they know what tourist activities can be enjoyed by visitors every month.

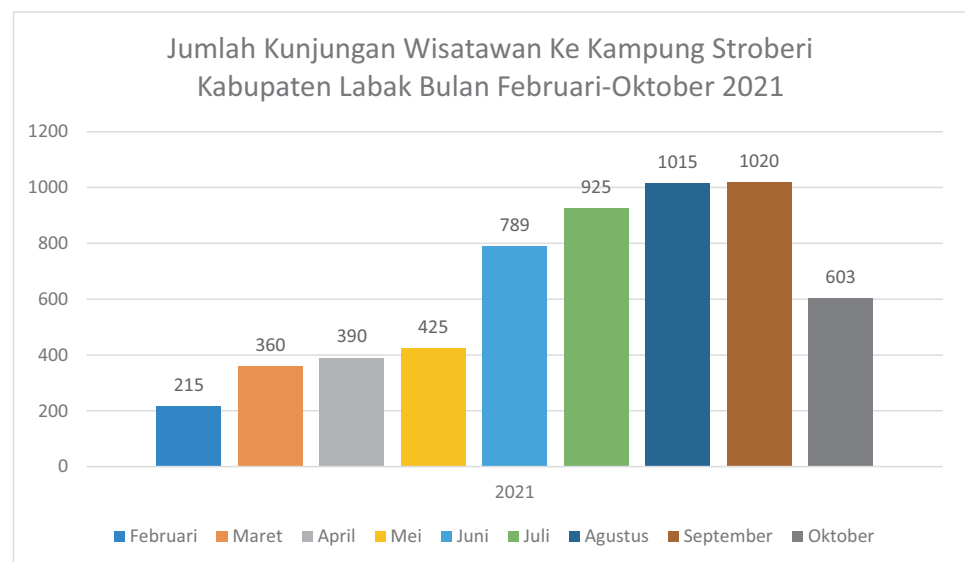
Based on the Innovation dimension, the Unique Lebak Wisata Geliat Innovation: Millennial Virtual Stage and Launching Calendar of Events are technological dimension innovations. This is indicated by the use of technological developments in promoting tourism potential and informing the calendar of activities in 2021. This is in accordance with the dimensions of innovation according to Martinez-Costa, et al [5] explaining that "taking advantage of technological developments to produce output". Meanwhile, based on the level of innovation, this innovation is an incremental level innovation where this innovation is a development of the previous promotion so that it can reach a wider community. This is in accordance with what was conveyed by Martinez-Costa, et al [5] explaining that "incremental level innovation is innovation that is developed based on existing knowledge for improvement".

4.2. Citorek Strawberry Village Innovation

The Strawberry Citorek Village innovation is an innovation initiated by the Lebak Regency Agriculture Service. This innovation was implemented in July 2020, but only opened to the public in February 2021. Citorek is an area located in Cibeber District, Lebak Regency.

Citorek is an area located in Cibeber District, Lebak Regency. Citorek is a Kasepuhan area that is part of the Kasepuhan indigenous people of Banten Kidul and tends to be open to technological advances. Indigenous peoples in this area accept technological advances, but their use must be in harmony with the traditional life and culture of Kasepuhan Citorek. One of the traditions that are still maintained is that this kasepuhan adheres to the cultural custom of planting rice once for a year and sales may not be made outside the Ci Citorek area. This is done as an effort to maintain food security in the region. Besides rice, one of the crops cultivated by the people of Citorek village is strawberry and there was developed the Kasepuhan Gunung Luhur Strawberry Village, known as KAMRY SEPUH GUNUNG LUHUR. This village is a form of innovation that is in line with the vision of Lebak Regency as a Leading Tourism Destination Based on Local Potential.

The strawberry village innovation was developed because one of the natural potentials of Kasepuhan Citorek which is known as the land above the clouds attracts many tourists to visit. So that with this innovation, it will develop the prospects of agro-tourism for the people in Citorek Village. In addition, the existence of potential and strategic land located in the area of the Mount Halimun Salak National Park and located in the highlands is also one of the reasons why strawberries were chosen as a commodity to be seeded. With this innovation, it can be seen that there is an increase in visitors every month as can be seen in the graph below.



Source: Lebak Regency Innovation Directory 2021

Figure 1

The graph above shows that there is an increase in the number of tourists every month, except in October. This shows that the strawberry village has been in demand by many visitors and has become one of the tourist destinations in Lebak Regency.

There is development potential from this innovation so that the benefits to be obtained will be much greater. First, the development of innovation through processing the strawberry harvest into derivative products so that it can increase its selling value, for example in the form of drinks, food and so on. Second, this innovation can be integrated with other tourism potentials such as the country above the clouds or other tourist objects around the Strawberry Village so that it can elevate Citorek's kasepuhan culture.

Based on the type of innovation by Martinez-Costa, et al [5], the form of Citorek Strawberry Village Innovation is a form of product innovation. Martinez-Costa, et al [5] explain that "product innovation is output-oriented innovation and is more visible

to users". The product innovation referred to here is the strawberry village innovation which can be a tourist vehicle for the community.

4.3. Innovation of Information Services for Ease of Investment for Business Actors/Investors through the Investment Information System (SIMPEDAL)

Investment is one of the important factors in accelerating development in Lebak Regency. But unfortunately, based on the 2020 Lebak Regency Government Performance Report, the number of domestic and foreign investors has decreased from 30 investors in 2019 to 21 investors in 2020. In 2020 back, in Lebak Regency there was no easy access to investment. get information related to investment opportunities and potential in Lebak Regency because it is still in the form of a book. Investors should directly visit DPMPSTP Lebak Regency or ask by telephone to get initial information related to investment. However, sometimes the information obtained is incomplete and not updated. Therefore, the Innovation of Investment Ease Information Services for Business Actors/Investors through the Investment Information System (SIMPEDAL) was born as an effort to increase investment interest in Lebak Regency. This innovation was initiated by the Lebak Regency Office of Investment and One Stop Integrated Services (DPMPSTP) in collaboration with IT consultants. Through this innovation, it is hoped that investors will find it easier to get information related to investments that will be made in Lebak Regency through a system that can be accessed anywhere and anytime.

SIMPEDAL provides various investment-related information that can be accessed by potential investors, such as investment opportunities, investment maps, investment plans, standard operating procedures for licensing and non-licensing services based on websites and applications. SIMPEDAL is expected to provide convenience for stakeholders to access information related to investment effectively and efficiently through the website or application.

Based on the type of innovation by Martinez-Costa, et al [5], the form of Information Service Innovation for Ease of Investment for Business Actors/Investors through the Investment Information System (SIMPEDAL) is a form of process innovation. Martinez-Costa, et al [5] explain that "process innovation is the use of new ways of producing a product". The process innovation referred to in this innovation is the existence of a new way to provide convenience for investors to obtain information related to investment in Lebak Regency.

Based on the Innovation dimension, the Innovation of Information Services for Ease of Investment for Business Actors/Investors through the Investment Information System (SIMPEDAL) is an innovation of the technological dimension. This is indicated by the use of technological developments in providing information to investors who will invest in Lebak Regency. This is in accordance with the dimensions of innovation according to Martinez-Costa, et al (2020) explaining that "using technological developments to produce output".

5. Conclusion

The three innovations that have been carried out are expected to accelerate development in Lebak Regency, especially development in the economic and tourism fields. Based on data from the Lebak Regency Central Statistics Agency in 2022, the number of tourist visits in Lebak Regency in 2021 is 405,941 tourists, up from the previous year which was only visited by 63,227 tourists. This increase in tourist visits shows that the tourism potential of Lebak Regency has started to rise again and it is hoped that it can make a positive contribution in increasing economic growth in Lebak Regency.

As Lebak Regency has had a pretty good innovation as an effort to accelerate development in Lebak Regency. To further support these efforts, there is a need for innovation marketing. Through innovation marketing, both by utilizing various existing media, both traditional media such as posters, pamphlets and digital media.

References

- [1] Lebel P. The role of creative innovation in economic growth: Some international comparisons. *J Asian Econ.* 2008;19(4):334-347.
- [2] Solow, Robert M. A contribution to the theory of economic growth. *Quart J Econ.* 1956;70.1:65-94.
- [3] Romer, Paul M. Increasing returns and long-run growth. *J Polit Econ.* 1986; 94.5:1002-1037.
- [4] Galindo, Miguel-Ángel, Méndez MT. Entrepreneurship, economic growth, and innovation: Are feedback effects at work? *J Bus Res.* 2014;67.5:825-829.
- [5] Martinez-Costa M, Jimenez-Jimenez D, Castro-del-Rosario Y, Valle Mestre L. 'Mediating effect of the HRM on the relationship between the SIMS and new product radicality.' 2020. pp. 1–22. doi: 10.1007/978-3-030-19289-1_1.

- [6] Fagerberg J. 'Innovation: A guide to the literature.' 2003. pp. 1–22. Available at:<https://smartech.gatech.edu/handle/1853/43180>.
- [7] Suwarno Y. Inovasi di Sektor Publik. Jakarta: STIA-LAN Press. 2008.
- [8] Sugiyono. Metode Penelitian Kombinasi (Mixed Methods). Bandung: Alfabeta. 2014.