

Potential Regional Economic Development Strategy of Sota Border

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ABSTRAK

Kecamatan Sota memiliki potensi alam yang sangat kaya sehingga dapat dikembangkan sebagai sumber perekonomian masyarakat, untuk mewujudkan masyarakat yang sejahtera diperlukan strategi pengembangan potensi ekonomi. Berdasarkan hal tersebut maka penelitian ini bertujuan menganalisis strategi pengembangan potensi ekonomi di kawasan Perbatasan Sota. Jenis penelitian yang digunakan adalah deskriptif kualitatif dengan metode pengumpulan data wawancara dan dokumentasi. Analisis data yang digunakan adalah triangulasi. Hasil kajian menunjukkan bahwa strategi yang ditemukan di Kabupaten Sota untuk pengembangan potensi ekonomi meliputi: 1) optimalisasi dan pengendalian pemanfaatan sumber daya alam; 2) percepatan pembangunan infrastruktur ekonomi dan perbaikan iklim investasi di perbatasan darat, penataan ruang di kawasan perbatasan darat, percepatan pembangunan sarana dan prasarana Pos Lintas Batas Negara (PLBN) Sota; dan 3) peningkatan kekuatan sumber daya manusia melalui proses pemberdayaan untuk pengembangan kegiatan usaha masyarakat yang produktif, pengembangan perdagangan lintas batas dan kerjasama ekonomi dan pariwisata sub-daerah dengan tujuan mengubah perilaku dan menciptakan kemandirian. Implikasi dari penelitian ini adalah diperlukannya peran pemerintah dan ahli dalam mengoptimalkan strategi untuk mengembangkan potensi ekonomi.

ABSTRACT

Sota District has very rich natural potential so that it can be developed as a source of the community's economy. To create a prosperous society, a strategy for developing economic potential is needed. Based on this, this study aims to analyze the strategy for developing economic potential in the Sota Border area. The type of research used is descriptive qualitative with interview and documentation data collection methods. The data analysis used is triangulation. The results of the study show that the strategies found in Sota Regency for the development of economic potential include: 1) optimizing and controlling the use of natural resources; 2) accelerating the development of economic infrastructure and improving the investment climate at land borders, spatial planning in land border areas, accelerating the construction of facilities and infrastructure for Sota Cross Border Posts (PLBN); and 3) increasing the strength of human resources through the empowerment process for developing productive community business activities, developing cross-border trade and sub-regional economic and tourism cooperation with the aim of changing behavior and creating self-reliance. The implication of this research is the need for the role of government and experts in optimizing strategies to develop economic potential.

1. INTRODUCTION

Indonesia has a lot of potential in each region that can be developed to improve welfare and the economy in advancing a better Indonesia (Rohmah, 2019; Syaqui et al., 2018). Likewise, border areas have natural potential that can help the economic development of the community. National borders are one of the important aspects of geopolitics. History records that many wars between countries are caused by border issues (Field & Kelman, 2018). Borders have two meanings, namely boundaries, and frontiers (Kadarsih et al., 2020; Kase, 2020; Mangku, 2018). In the context of boundaries, a border is a dividing line between countries. As for the frontier context, the border refers more to an area that extends and

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separates two regions of a country. Borderlines with vertical planes that reach the ground, below ground, and air as well as those that limit state borders are the main manifestations of the territorial sovereignty of a country (Malik et al., 2019). The boundaries of a country play an important role in determining its territorial boundaries, the use of natural resources, and maintaining security and territorial integrity. National boundaries are determined in many ways by national and international historical, political, and legal processes (Sagita, 2020). The border of a country has an important role where the border is the gateway between countries. To mark the territorial sovereignty of a country, a clear and permanent sign is needed regarding borders, need for a country's boundaries not only in the form of physical boundaries but also social and economic boundaries and population so that the boundaries of a country become clear (García-Álvarez & Trillo-Santamaría, 2013; Itasari, 2020). The change in the border paradigm from the concept of security to the concept of prosperity has an impact on the side of economic growth in the border area. One of the border areas that has considerable potential is the Sota border area. The Sota area is the border area of the State of Indonesia with Papua New Guinea (PNG), the population of the Sota district is dominated by border security forces stationed along the border from Elikobel district to Sota (Teturan et al., 2019). Sota district has very rich natural potential that can be developed as a source of the community's economy (Álvarez-García et al., 2018).

Some of the potentials possessed by the Sota border include, **first**, Sota is a gateway for trade in food and product needs from Merauke regency with PNG. Sota is an example of a traditional cross-border area in Indonesia, so it cannot be separated from trade (Latif & Agustan, 2017). Sota district can increase the income of its people through cross-border trade activities with PNG. **Second**, Sota district has the potential for developing MSMEs. The flagship product that involves MSMEs is in the form of developing market functions as an incubator for local community MSMEs which has been developed with an empowerment model that has been implemented so far. The flagship products of MSMEs that are *prima donna* are *noken* bags made of woven wood, eucalyptus oil, honey, ant nests, and shelter products for tourists visiting Sota. **Third**, tourism potential, Sota district is a tourist destination located about 80 km from Merauke city which can be reached within 1 (one) hour via the provincial road from Merauke regency - Boven Digoel regency which is also included in the Wasur national park area so that it is easily recognized as a tourist destination in Merauke regency. Sota's position as the border area of the state border post already has adequate facilities as a tourist destination for the Indonesian border city of PNG. Sota has the potential of a unique tourist destination because it is a state border area in the easternmost region of Indonesia, there are twin border monuments or 0 km point monuments such as those owned by Sabang in Aceh (the westernmost Indonesian border in the northern part of Indonesia) Sumatra Island, as well as the construction of national monuments at the cross-border post (Dewi et al., 2019).

Fourth, fishery potential Sota district has swamp fish fisheries potential and becomes a center for trade in fishery products from PNG. The potential development is obtained from the point of view of natural resources in the surrounding western province which are sources of fisheries that have not been processed properly and the difference in selling prices of fish, sea cucumbers and fish bubbles. The people of PNG in the western province tend to sell to Sota because the distance is not far when compared to having to go to the state capital of PNG. **Fifth**, the potential of plantation products, the development of agricultural and plantation potential in the city of Merauke by making Sota a trade route for exporting rice agricultural products from Merauke. Vanilla superior products in PNG can be exported from the Sota cross-border post which still requires special handling from customs and excise so that the product is not categorized as illegal. Based on the traditional transaction, vanilla from PNG can be traded through the Sota cross-border post, the obstacle faced is public knowledge about the incomplete trade procedure which makes trading illegal and becomes a legal problem. So, it can be said that Sota is one of the border areas that has the potential to help the development of community welfare in the economic field. Therefore, there is a need for an economic development strategy for the Sota areas as border areas.

The border area economic development strategy is a conception of national border economic management with the meeting point of three important things that synergize, namely, the Indonesian government politics to protect the entire Indonesian nation and all of Indonesia's bloodshed within the Unitary State of the Republic of Indonesia, the implementation of regional autonomy and a free foreign policy active (Vives, 2017). Meanwhile, the development of economic and commercial activities in border areas refers to three approaches, namely the prosperity approach which is carried out in harmony with the security approach and the environmental approach to maintain state sovereignty, which is a strategy for developing border potential. The role of central policy in border areas is very important in its contribution to the development of border areas, especially on the economic side (Yosada, 2020). Several studies related to economic development strategies in border areas, research stating that for the development of border areas between countries in a number of districts/cities in Riau province as a front porch, it is necessary to accelerate the development and arrangement of maritime facilities and

infrastructure, in addition, the utilization of potential resources natural resources need to be carried out with an upstream-downstream approach, especially the development of processing industries that can produce higher added value. Previous research stated that boosting local economic growth in border areas is important to take advantage of existing local solutions, in order to accelerate local economic development through BUMDes, on a Papua scale then called BUMKam (Ilham et al., 2020).

Previous research stated that the classical shift-share analysis shows that the mining and quarrying sector has the greatest competitive advantage and the cause of the economic limitations of the border area is the region (Dembińska et al., 2022). Similar research stated that collaborating synergistically with institutions in supporting the improvement of the welfare of border area communities through mentoring programs, to anticipate that incoming social service programs can be enjoyed and beneficial for improving the social welfare of border area communities (Mitrică et al., 2017). So, based on these descriptions, it can be said that border areas must have a special strategy according to their geographical location and potential. Likewise, Sota district must have a strategy used to develop its economic development potentials, therefore it is necessary to conduct a study related to the economic potential development strategy in Sota district. The Sota district border area is a gateway and cross-border post between Indonesia and PNG whose economic potential must be explored so that the government's objectives are achieved to ensure the integrity of the state territory, state sovereignty, and order in the region and regulate the management and utilization of the state territory and border areas in accordance with the concept of security towards the concept of prosperity and avoiding the growth of potential crises related to crime at the borders of Indonesia and PNG.

The focus of this research is on economic development strategies with indicators of strengthening community institutional capacity, empowering women in economic activities in border areas, the role of microfinance institutions and identifying the potential and development of leading sectors in Sota district. The results of this study are expected to provide solutions to the government model of economic development, the need for facilities and infrastructure and a model of human resource development that is in accordance with the characteristics of the people of Sota district.

2. METHODS

This study uses a descriptive quantitative approach. Descriptive quantitative approach is one approach that uses the process of calculating numbers and the process of interpreting the results of the data calculations carried out. When viewed from the point of view of quantitative social research, it is explained that the quantitative approach provides a distance between the researcher and the object under study. When observations involve individuals, the focus of this type of research is to focus on aspects of calculations and descriptions of calculation results. This research approach can also be used to see the values held by a community or individual, beliefs, cultural realities, and others. Thus, the question of "how", "what" or "who" can be revealed. The point of view of this research approach will also help in viewing and describing a finding. The findings obtained from the data interpretation process, will assist in the process of identifying and evaluating what has been found (De Souza, 2022; Nielsen et al., 2022; Podschuweit, 2021; Smith et al., 2021). So, the research approach used is a descriptive quantitative approach used to search for data regarding the strategic views of the economic potential development of the Sota district. What we want to find is the strategy used to develop the economic potential in Sota.

Sources of research data obtained from documents, research results and through in-depth interviews related to the description of the socio-economic conditions of the community and the economic potential in the research location. Also, FGD (Focus Group Discussion) was carried out to obtain and enrich additional data from informants of policy makers (stakeholders) carried out with the head of the border office, the head of the Sota district and, community leaders as well as direct observations at the location of the RI PNG cross-border post in Sota. The research location in Sota, Sota district – Merauke regency, which is one of the land border areas between Indonesia and PNG, was inaugurated as a national border post (PLBN) on October 3, 2021. The border residents of Sota district and Morehead rural LLG, local government level (LLG) of western province, Papua New Guinea has family ties that are separated by national boundaries, where some residents of Sota District still have customary lands in Weam - Morehead or vice versa and to reach neighboring countries it is enough on foot or by bicycle. The main livelihood of the Sota people is farming with crops such as sweet potatoes, vanilla, cassava, taro, tubers, and kava (a type of plant for liquor). Sago is an important staple food for them, besides trying to catch fish and other aquatic animals in rivers and seafont. The men like to hunt wild animals such as wild boar, deer, cuscus, wallaby, cassowary, rat, lizard, and various types of birds.

Data collection methods used are documents, research results and in-depth interviews related to the description of the socio-economic conditions of the community and the economic potential in the

research location. The interviews were conducted using interview guidelines which were developed from the indicators you want to know, which in this case is the economic development strategy of the Sota community. The question relates to 1) the potential possessed by the Sota community related to economic development; 2) strategies that have been implemented to develop the economic potential of Sota district; 3) Strategies that still need to be developed to achieve a better economy in Sota district; and 4) the obstacles that are still faced by the community related to the strategies that have been implemented. So, these question indicators are then packaged into questions that are in accordance with the characteristics of the people who live in the Sota district. The method of data collection is also carried out with documentation, this method is used as a comparison between the results of interviews with actual conditions. The existence of documentation makes research results more accurate considering that a person's memory limitations are related to what is obtained. In addition to the two methods, the FGD method was used. Focus group discussion, which is better known by its abbreviation FGD, is one of the most popular qualitative research methods besides interview techniques. FGD is a focused discussion of a group to discuss a particular problem, in an informal and relaxed atmosphere. The number of participants varies between 8-12 people, carried out with the guidance of a moderator. FGD can simply be defined as a discussion that is carried out in a systematic and focused way about a particular issue or problem. In this case, this method is used to find out how the development strategy is carried out.

Data analysis in the study was carried out interactively and the activities in qualitative data analysis were carried out interactively and took place continuously until completion (Sugiyono., 2016). That is, in data analysis, researchers are directly involved in explaining and concluding the data obtained by linking the theory used. Interactive model data analysis consists of three main things, namely data reduction, data presentation, and conclusion drawing (verification), with explanations: 1) data reduction; data reduction is a process of selecting, focusing on simplification, abstracting, and transforming rough data that emerges from written notes in the field. During the data collection, the next reduction stage took place (summarizing, coding, tracing themes, creating clusters, creating partitions, creating memos), 2) presentation of data; data as a set of structured information that gives the possibility of drawing conclusions. Good presentations are a major means of valid qualitative analysis including various types of matrices, graphs, networks, and charts, 3) drawing conclusions, The final stage contains the decision-making process that leads to answers to the research questions posed and reveals the "what" and "how" of the research findings.

3. RESULTS AND DISCUSSIONS

Results

Regional development strategy at the border is closely related to regional economic growth, seen from an economic point of view, regional development is related to improving people's living standards, which can be seen from the increase in people's per capita income. While the economic development of the border area of each region has different potentials and problems, for that a special strategy is needed that applies to the area not only covering economic aspects but also defense and security, aspects of cooperation for the harmony of diplomatic relations and sustainable development. The embodiment of the strategy of increasing economic activity and holistic border management makes the border area a competitive, advanced, prosperous, independent, and prosperous area, which relies on its capabilities and strengths in order to ensure the territorial integrity and sovereignty of the Unitary State of the Republic of Indonesia (NKRI). The right strategy for developing regional economic potential is expected to be able to find and explore productive economic potential that is competitive (knowledge-based economy) as well as based on regional resources (local resources-based economy). Master Plan approaches focuses on the use and optimization of local resources to overcome the problems of poverty, unemployment and create sustainable development, which can be implemented by optimizing natural resources, human resources from the area, which is oriented not only to local, regional, but also local markets but also for the international market. The strategy of managing state borders with the concept of prosperity to realize increased activities in the form of developing economic potential in the Sota district area can be carried out through.

First, optimizing and controlling the utilization of natural resources, which can be implemented by clearly knowing the potential of the region. The results showed that Sota's potential is 1) trade potential of RI, PNG and MSMEs. Sota is a gateway for trade in food and product needs from Merauke regency with PNG; 2) Sota district has the potential to develop MSMEs. Featured products that involve MSMEs are in the form of developing market functions as incubators for local community MSMEs which have been developed with an empowerment model that has been implemented so far; 3) tourism potential, Sota district is a tourist destination located about 80 km from Merauke city; 4) fishery potential

Sota district has swamp fish fisheries potential and is a center for trade in fishery products from PNG; and 5) potential of plantation products, development of potential of agriculture and plantations in Merauke city by making Sota as a trade route for export of rice agricultural products from Merauke. Optimizing and controlling the use of natural resources is one of the strategies that must be developed to control existing natural resources in a sustainable manner.

Second, Accelerating the development of economic infrastructure and improving the investment climate at land borders, spatial planning in land border areas, Accelerating the development of facilities and infrastructure for the Sota Cross-Border Post (PLBN). The border area of the Sota district has been inaugurated as a State Border Crossing Post (PLBN) on October 3, 2021. The Integrated State Border Post (PLBN) Sota is the eighth PLBN built in Papua. It is a PLBN with an integrated concept, has complete facilities, there are commercial buildings There are public and social facilities, staff rooms, places of worship, markets, pedestrian roads, parking areas, as well as other supporting infrastructure. Based on the results of observations to support the development of economic potential, it is necessary, among others; 1) optimization of agricultural land in the Sota district is still constrained because for agricultural development it is necessary to expand the land where most of the Sota district is a wildlife sanctuary area - the Wasur National Park, for that we need assistance and regulatory support in the development of agricultural areas and in accordance with the character of the community, so for the Sota district it is more suitable for plantation crops; 2) development of the Sota PLBN area is also required for customs handling posts that can help people who trade in goods, agricultural products, and fisheries; 3) immigration post office that can serve people who hold passports by using a visa to carry out tourism, labor and trade activities. At this time people can visit each other from Sota to PNG or vice versa by using a visiting card or border pass to make family visits, making it difficult to carry out large trade transactions. Construction of the Morehead- Weam - Sota asphalt road so that the growth rate of economic transactions allows products from Indonesia to reach a larger market and the people in PNG get cheaper products if the goods are via land transportation from Sota - Merauke. In addition, there will be an increase in cooperation in marketing tourism destinations between Australia (Darwin) - PNG (Bensbach River National Park) - RI (Sota).

Third, increasing the strength of human resources through an empowerment process for the development of productive community business activities, development of cross-border trade and sub-regional economic and tourism cooperation with the aim of changing behavior and creating independence. The improvement of the quality of resources carried out is 1) strengthening the institutional capacity of indigenous peoples/non-governmental groups. Strengthening the capacity of institutions and community groups provides bargain position capabilities in dealing with proposals or problems from natural communities. The results of the study show that the potential of the Sota district community is still constrained by knowledge of regulations regarding the flow of trade in agricultural products as a gateway to border area trade, for the case of trade in marine products in the form of sea cucumbers and vanilla due to lack of public knowledge, so that several times the community's efforts have become illegal businesses; 2) strengthening the participation of women in the form of empowerment, assisting economic activities. Barriers to women's empowerment occur because culturally some of our society is still strongly influenced by traditional culture with a patriarchal ideology, namely the phenomenon of structural inequality in the form of limitations for women to obtain education, gain economic access. Structural poverty results in the emergence of cultural poverty in the form of low education and skills for most women (especially in rural areas). Meanwhile, natural poverty explains the existence of some women who are resigned to their position in household and community life, because they are consciously aware that this is their nature as a woman; 3) strengthening women's participation in the form of empowerment, assisting economic activities. The better the financial system in carrying out its basic functions, the greater the contribution of the financial system in supporting economic growth. Without access to various sources of funds, many business activities are only able to produce in relatively small volumes, making them inefficient.

Discussion

The results showed that the strategy carried out in the Sota district was related to the development of economic potential, namely optimizing, and controlling the use of natural resources, which could be implemented by clearly knowing the potential of the area. Accelerating the development of economic infrastructure and improving the investment climate at the land border, Spatial planning in the land border area, Accelerating the development of facilities and infrastructure for the Sota cross-border post (PLBN). increasing the strength of human resources through an empowerment process for the development of productive community business activities, development of cross-border trade and sub-regional economic and tourism cooperation with the aim of changing behavior and creating independence.

First, optimizing and controlling the utilization of natural resources, which can be implemented by clearly knowing the potential of the region. Optimization and control of the use of natural resources is one of the strategies used, with the optimization and control of natural resources will have a positive impact on the environment, where the natural resources owned will be enjoyed not only by the community now but also by the people in the future (He et al., 2021). In other words, the environment will be more manageable if there is an optimization and control of natural resources, the way to optimize natural resources is to recognize the potential of the Sota District as an effort to develop its economic potential (Hoffmann, 2022). By recognizing the potential of an area, it will be easier to determine the best efforts to be made so that the welfare of the community can be realized. In other words, by knowing the potential possessed by Sota district, we will more easily determine the marketing targets of the goods or services owned. Based on the results of research conducted, the potential possessed by Sota district is 1) trade potential of RI, PNG and MSMEs. Sota is a gateway for trade in food and product needs from Merauke regency with PNG. 2) Sota district has the potential to develop MSMEs. Featured products that involve MSMEs are in the form of developing market functions as incubators for local community MSMEs which have been developed with an empowerment model that has been implemented so far; 3) tourism potential, Sota district is a tourist destination located about 80 km from Merauke city; 4) fishery potential Sota district has swamp fish fisheries potential and is a center for trade in fishery products from PNG; and 5) potential of plantation products, development of potential of agriculture and plantations in Merauke city by making Sota as a trade route for export of rice agricultural products from Merauke. These five potentials must be developed and optimized by the developer so that the desired goal, namely the welfare of the Sota border community, can be realized.

Second, the second strategy is accelerating the development of economic infrastructure and improving the investment climate at land borders, spatial planning in land border areas, accelerating the development of facilities and infrastructure for the Sota state border post (PLBN). The border area of the Sota District has been inaugurated as a state border crossing post (PLBN) on October 3, 2021. The Integrated State Border Post (PLBN) Sota is the eighth PLBN built in Papua. It is a PLBN with an integrated concept, has complete facilities, there are commercial buildings There are public and social facilities, staff rooms, places of worship, markets, pedestrian roads, parking areas, as well as other supporting infrastructure. The acceleration of economic infrastructure development in Sota District will make economic activities in the area faster and better. Infrastructure has an impact on the economy in two ways, namely direct impact and indirect impact. The direct impact of the existence of infrastructure on the economy is an increase in output by increasing infrastructure, while the indirect impact is being able to encourage an increase in economic activity which will increase capital for both the private sector and the government and can absorb labor which results in an increase in output (Khan et al., 2020; Mohmand et al., 2017). Also, good infrastructure development will ensure efficiency, facilitate the movement of goods and services, and increase the added value of the economy, as well as a driving factor for regional productivity (Pradhan & Bagchi, 2013; Sebayang & Sebayang, 2020). Infrastructure development needs to take comprehensive steps to create an investment climate (Berawi, 2016). In other words, good economic infrastructure will attract investors from outside the region to be interested in investing in Sota district. So, the acceleration of economic infrastructure development in Sota district will greatly affect the economic activities of the community. This is in accordance with the results of the study which stated that there was a significant influence between the independent variables of road infrastructure (X1), electricity infrastructure (X2), investment (X3), water infrastructure (X4), education infrastructure (X5) and health infrastructure (X6) and the dependent variable of GRDP (Y). The results of the study stated that government spending as an independent variable. for road infrastructure has a positive but not significant correlation to economic growth, while road conditions have a negative relationship to economic growth (Wang et al., 2020). The results show that electricity infrastructure and PDAM infrastructure have an effect on economic growth in South Sumatra Province (Palei, 2015). So, there is an acceleration of economic infrastructure development and an improvement in the investment climate at land borders, spatial planning in land border areas, acceleration of the development of facilities and infrastructure for the Sota cross-border post (PLBN).

Third, the third strategy is to increase the strength of human resources through an empowerment process for the development of productive community business activities, development of cross-border trade and sub-regional economic and tourism cooperation which aims to change behavior and create independence. Quality improvement carried out in Sota district by providing knowledge to local communities related to the processing of their natural natural resource's potential. In this case, the provision of public knowledge in this case is the women in the Sota district. By providing knowledge to local communities, it will be able to improve the management of natural resources potential which of course will have an impact on the economy. This is in accordance with the statement, public knowledge

will affect a better life (Koch et al., 2015). The existence of knowledge will provide an overview related to what will be done by the community to develop the economy of a region (Newaz et al., 2016). Increased knowledge of the community can be increased through training from economists to local communities. By providing training, the community will increase their knowledge which will certainly have an impact on the community's economic process. This statement is in accordance with the previous statement that training and mentoring are activities aimed at people who already have activities or businesses, including traditional arts, but still need to be fostered to increase their capacity (Januarti, 2019). With the help of training and parenting, it will really help the community to develop abilities and increase knowledge (Wardana & Wulaningrum, 2020).

However, currently in Sota district this strategy is still experiencing obstacles, these obstacles include 1) strengthening the institutional capacity of indigenous peoples/non-governmental groups. Strengthening the capacity of institutions and community groups provides bargain position capabilities in dealing with proposals or problems from natural communities. The results of the study show that the potential of the Sota district community is still constrained by knowledge of regulations regarding the flow of trade in agricultural products as a gateway to border area trade, for the case of trade in marine products in the form of sea cucumbers and vanilla due to lack of public knowledge, so that several times the community's efforts have become illegal businesses; 2) strengthening the participation of women in the form of empowerment, assisting economic activities. Barriers to women's empowerment occur because culturally some of our society is still strongly influenced by traditional culture with a patriarchal ideology, namely the phenomenon of structural inequality in the form of limitations for women to obtain education, gain economic access. Structural poverty results in the emergence of cultural poverty in the form of low education and skills for most women (especially in rural areas). Meanwhile, natural poverty explains the existence of some women who are resigned to their position in household and community life, because they are consciously aware that this is their nature as a woman; 3) strengthening women's participation in the form of Empowerment, assisting economic activities. The better the financial system in carrying out its basic functions, the greater the contribution of the financial system in supporting economic growth. Without access to various sources of funds, many business activities are only able to produce in relatively small volumes, making them inefficient. To overcome this, the role of the government and experts in developing strategies for the economic potential of border communities is needed.

4. CONCLUSION

The right strategy for developing regional economic potential is expected to be able to find and explore productive economic potential that is competitive (knowledge-based economy) as well as based on regional resources (local resources-based economy). The results of the study indicate that the strategies found in Sota district for the development of economic potential include; 1) optimizing and controlling the utilization of natural resources; 2) accelerating the development of economic infrastructure and improving the investment climate at the land border, spatial planning in the land border area, accelerating the development of facilities and infrastructure for the Sota cross-border post (PLBN); and 3) increasing the strength of human resources through an empowerment process for the development of productive community business activities, development of cross-border trade and sub-regional economic and tourism cooperation with the aim of changing behavior and creating self-reliance.

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