



## DEVELOPMENT OF PUCUNG VILLAGE MASTERPLAN GIRISUBO DISTRICT, GUNUNG KIDUL DISTRICT

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### Abstract

*Pucung Village, Girisubo District, Gunung Kidul Regency needs a master plan, which is a guideline for implementing the development of Pucung Village which is equipped with infrastructure, so that it contributes to achieving the long-term vision. This study uses qualitative research methods, with a rationalistic approach. The number of informants was 15 people, who were selected purposively. The data consists of: (1) Primary data, obtained from interviews with informants; (2) Secondary data, in the form of Pucung Village population data. Meanwhile, data analysis was carried out by utilizing qualitative data analysis techniques. The results of this study indicate that: First, the potential of Pucung Village consists of physical and non-physical potential, both of which can be utilized and developed for the realization of community welfare; Second, the process of making the Pucung Village Masterplan includes facilitation of maps and data from lecturers from the National Land College. Then providing input by the Head of the Padukuhan and local community leaders regarding their respective Padukuhan development plans; Furthermore, data collection and input, as well as analysis and drafting of the Pucung Village Master Plan by the Head of Pucung Village and the Secretary of Pucung Village, supervised by a lecturer at the National Land College; Third, the development conception in the Pucung Village Master Plan includes: a socio-ecological approach, a participatory approach, and an input-output approach; Fourth, development zoning in the Pucung Village Master Plan includes: the development of the North, Central and South areas. Fifth, the divisions in the Pucung Village Master Plan cover the fields of: agriculture, animal husbandry, tourism, and the economy.*

**Keywords:** *master plan; potency; conception; zoning; division*

### 1. INTRODUCTION

Pucung Village is part of the Girisubo District, Gunung Kidul Regency, which has the following territorial boundaries: (1) to the north, namely Wonogiri Regency, (2) to the east, namely Songbanyu Village, (3) to the north South, namely the Indonesian Ocean, and (4) to the east, namely Jerukwudel Village (on the North side) and Tileng Village (on the South side). In 2022, the community and Pucung Village Government are trying their best to build their village so that it is "Mandara" (Independent, Peaceful and Prosperous). Meanwhile, Nugroho (2023: 332) explains that community welfare includes: (1) economic welfare or economic welfare; (2) psychological welfare or psychological welfare; (3) social welfare or social welfare; and (4) cultural welfare or cultural welfare. Therefore, the community and Pucung Village Government are trying to make a Pucung Village Master Plan.

However, the attitudes and actions of the community and the Pucung Village Government did not appear suddenly, but went through the following process: First, on June 25 2021, a meeting took place between the STPN Team (National Land College) consisting of Aristiono Nugroho, Sugiasih, and Prastyo Bayu Nugroho with the Pucung Village Government, represented by the Head of Pucung Village (Estu Dwiyono) and the Secretary of Pucung Village (Eko Sujarno). At the meeting it was discovered that the community and Pucung Village Government were very

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enthusiastic about developing Pucung Village, especially in realizing an independent, peaceful and prosperous Pucung Village; which is contained in the tagline "Pucung Mandara" (Independent, Peaceful, and Prosperous).

Second, on November 5 2021, another meeting took place between the STPN (National Land College) Team consisting of Aristiono Nugroho, Prastyo Bayu Nugroho, and Fauzia Aristalindra with the Pucung Village Government, represented by the Head of Pucung Village (Estu Dwiyono) and the Village Secretary Pucung (Eko Sujarno). At the meeting it was discovered that the community and the Pucung Village Government needed the Pucung Village Master Plan. Third, on November 12 2021, a follow-up meeting took place between the STPN Team (National Land College) consisting of Aristiono Nugroho, I Gusti Nyoman Guntur, Alfons, and Sugiasih with the Pucung Village Government, represented by the Head of Pucung Village (Estu Dwiyono) and Pucung Village Secretary (Eko Sujarno). At the meeting it was agreed that the Pucung Village Government would prepare the Pucung Village Masterplan in a participatory manner, which was facilitated and supervised by the STPN Team (consisting of: Aristiono Nugroho and Sugiasih). The process of forming the idea for the creation of the Pucung Village Master Plan eventually raised the following questions: (1) What is the potential of Pucung Village? (2) What is the process for making the Pucung Village Master Plan? (3) What is the conception of development in the Pucung Village Master Plan? (4) What is the development zoning in the Pucung Village Master Plan? (5) What are the divisions in the Pucung Village Master Plan?

## **2. RESEARCH METHODS**

### **2.1 Research Format**

The participatory paradigm is the main format of this research, as a form of respect for society. Research is carried out by positioning the researcher and the researched (the party being studied) on equal terms or subject-subject relationships, especially in terms of data collection and decision making. Action and reflection are important stages of this research. The researcher participates in the emancipation (liberation) frame, so that the data matches the actual conditions. Research that uses a participatory paradigm has the tagline "research with people" or "research with the community", and is classified as a Qualitative Research Method (Nugroho, 2020:6). This research is classified as a type of qualitative research, which focuses attention or studies on the uniqueness of existing phenomena, using scientific logic (Nugroho, 2020:52). Meanwhile, the Rationalistic Approach is used in this study, because it is a research approach that is built on Rational Philosophy, which states that knowledge originates from intellectual understanding that can be constructed through the ability to argue logically (Nugroho, 2020:54). Qualitative research with a rationalistic approach in this study provides an opportunity for researchers to obtain qualitative data from informants (Nugroho, 2020:63).

### **2.2 Research sites**

This research is located in Pucung Village, Girisubo District, Gunung Kidul Regency. Pucung Village was chosen as the research location, because the community and the Pucung Village Government are trying their best to build their village, so that it is independent, peaceful and prosperous through the Pucung Village Master Plan. The attitudes and actions of the community and the Pucung Village Government are interesting to study, because they have challenges in the form of karst areas. This challenge is faced by utilizing its potential, especially in the agricultural, animal husbandry, tourism and economic sectors.



## 2.3 Research Operationalization

### a. Determination of Informants

Determination of the research subject is carried out by paying attention to the issue or phenomenon being studied (Nugroho, 2020: 57). The subjects of this study consisted of: (1) Pucung Village Head, (2) Pucung Village Secretary, (3) Hamlet Head in Pucung Village, (4) Pucung Village Officials, (5) Pucung Village community leaders, and (6) Residents Pucung village community. In this study, the informants were determined by paying attention to the meaning, that the informants consisted of research subjects who had the opportunity to provide information (Nugroho, 2020:59). Therefore, the informants in this study were individuals (individuals) who were able and willing to provide information about the design of the Pucung Village master plan. The number of informants in this study is situational and conditional, because the number of informants is not binding, because this number is determined by considerations of the information needed. If no more information is needed, then extracting information from the next informant can be stopped (Nugroho, 2020:59-61). This research finally obtained information from 15 informants, who were selected purposively, so that researchers could obtain accumulatively accurate information from the right people (Nugroho, 2020:61).

### b. Research Result Data

Based on the source, the data obtained in this study consisted of primary data and secondary data (Nugroho, 2020:63). Primary data was obtained from interviews with informants, the substance of which was listed in the interview guide, while secondary data was obtained from documents that were public in nature, originating from the Girisubo District Government (in the form of population statistics) and from the Pucung Village Government (in the form of village monograph).

### c. Data Collection Techniques and Instruments

Primary data collection from informants was carried out by utilizing interview techniques, as well as utilizing interview guide instruments and note-taking tools (Nugroho, 2020:65). Meanwhile, secondary data collection from the Girisubo District Government and the Pucung Village Government was carried out using documentation techniques, as well as using instruments in the form of note-taking devices.

### d. Data analysis technique

The research data was analyzed using a Qualitative Analysis Technique, which some methodologists often refer to as "Thematic Analysis", the stages of which are as follows: (1) Preliminary Review of All Data, by carefully collecting data, sourced from informants and supported by secondary data, whose material is relevant to the research question; (2) Data Reduction and Abstraction, by deleting some of the data which, although relevant, is not needed in compiling the abstraction; (3) Compilation of Smallest Information Units, by compiling data abstractions into the smallest units of information that contain meaning and can stand alone. These units of information must have meaning related to the research question, whose existence of meaning does not depend on the existence of other meanings. Precisely, when this meaning is expressed singly, then this meaning can be understood; (4) Classification of the Smallest Information Units, by grouping the smallest information units successfully obtained from research into categories, which are arranged based on the substance related to the research question; (5) Preparation of Propositional Statements, by compiling logical statements, obtained from each category. This propositional statement is an answer to a research question, which is at the same time an explanation of the phenomenon being researched (Nugroho, 2020:66-69). by grouping the

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### 3. RESULTS AND DISCUSSION

#### 3.1 The Potential of Pucung Village

##### 1. Physical Potential

Pucung Village has the following physical potential: First, rock formations, which the BPBD (Regional Disaster Management Agency) DIY (Special Region of Yogyakarta) states on its website, <https://www.bpbd.jogjaprovo.go.id>, in the DIBI 2018\_BPBD DIY.pdf file it is revealed that several rock formations exist in Gunung Kidul Regency, namely the Kepek Formation, the Wonosari Formation, the Sambipitu Formation, the Nglanggeran Formation, the Semilir Formation and the Kebobutak Formation. The Wonosari Formation is composed of limestone, although not all of them develop into karst formations, for example around Wonosari City. Meanwhile, for the Girisubo District, Gunung Kidul Regency, the rock formations are the Wonosari Formation, the parent material of which is microdiorite, breccia, and karst. Soils with microdiorite parent material will develop into alfisols, Mediterranean and luvisols. Soils with breccia parent material will develop into entisols, arenosols, inceptisols, and cambisols. Soils with karst parent material will develop into alfisols, Mediterranean, luvisols, vertisols, and grumusols (Indrawati, 2016).

As part of the Girisubo District area, Pucung Village is located in an area with rock formations in the form of the Wonosari Formation, particularly from the Middle Miocene to the Pliocene. This formation is composed of limestone, tuffaceous limestone, conglomerate limestone, tuffaceous sandstone, and siltstone. Like the other South Zones, in Pucung Village you can also find limestone coral reefs with reef cores that still form hundreds of small hills. The characteristics of the rocks in Pucung Village are as follows: (1) limestone, which has porous or nest characteristics, making it difficult to hold water; (2) clay deposits, characterized by difficulty retaining water; (3) limestone and clay deposits, which are porous and difficult to hold water; (4) a complex of limestone and limestone, which has porous characteristics, making it difficult to retain water; and (5) limestone and limestone complex, which has porous characteristics making it difficult to hold water.

Second, the type of soil, which in the context of Pucung Village consists of litosol and red Mediterranean. As the name implies, this limestone or Mediterranean soil is the result of weathering of limestone rocks. Because it is formed from limestone soil, this soil is not fertile and cannot be planted with plants that require a lot of water. It should be noted that limestone soil is soil derived from limestone rocks, so it is poor in nutrients and less fertile. In addition, it is known that litosol soil is rocky soil with a layer of soil that is not too thick. This soil comes from a type of hard rock that has not experienced complete weathering. Therefore, this type of soil is difficult to grow plants. Litosol soil also has the characteristic of having a variety of textures, and because it



comes from hard rocks, it has a low nutrient content. Even though it has unique characteristics, it is known that lithosol soil can still be used to grow crops, perennials, and grass (fodder). The same thing can also be observed in red Mediterranean soil, especially for growing crops, perennials, and grasses.

Pucung Village is a karst area where surface water is rarely found, but there are seasonal lakes that are multi-purpose for the surrounding population. Based on the Decree of the Minister of Energy and Mineral Resources Number 1659 K/40/MEN/2004 dated December 1, 2004 concerning the Designation of the Gunungsewu and East Pacitan Karst Areas, Pucung Village is referred to as a karst area, which is an area of limestone hills. This area needs to be managed in accordance with the carrying capacity of the environment in an effort to optimize the utilization of the potential of the karst area, which is sustainable and environmentally sound. Third, slope, the conditions vary, ranging from sloping (flat) to vertical (forming a slope angle of 90 degrees). Even so, the average slope condition in Pucung Village is an area that forms a slope angle of 45 degrees. Categorically it is known that the slope conditions in Pucung Village consist of: flat, rather flat, slightly sloping, rather steep, and steep. Based on this category, in Pucung Village there are steep slopes of 52.56% of the area, and only 23.02% of the area of Pucung Village are flat.

Although in general the Pucung Village area has steep slopes, there are also parts of the village area with flat slopes, which are scattered in various directions (north, east, south, west and center) of Pucung Village. It should be noted, that based on the calculation of the percent figure, slopes can be grouped into 5 classes or 5 categories, with the following classifications: (1) flat, if the slope is 0 – 4%; (2) rather flat, if the slope is 4 – 8%; (3) slightly sloping, if the slope is 8 – 15%; (4) rather steep, if the slope is 15 – 45%; (5) steep, if the slope is more than 45%. In addition, slopes can also be grouped into 7 categories (in more detail), with the following classifications: (1) flat, if the slope is 0 – 4%; (2) rather flat, if the slope is 4 – 8%; (3) sloping, if the slope is 8 – 12%; (4) slightly sloping, if the slope is 12 – 15%; (5) rather steep, if the slope is 15 – 25%; (6) steep, if the slope is 25 – 45%; and (7) very steep, if the slope is more than 45%.

Fourth, hydrogeology, this is a combination of hydrology and geology. Part of hydrogeology includes the role and function of groundwater, which is a resource. Hydrology studies water as a whole, both on the earth's surface and below the earth's surface, whose main substance is the water cycle, while hydrogeology is more concerned with the movement of water beneath the surface of the earth (groundwater). Mastery of substantive hydrogeology can help humans, in managing the supply of water to residential areas, by making use of knowledge about the water cycle, and the presence of groundwater, including underground rivers. In addition, knowledge of hydrogeology is very useful when making efforts to prevent water and groundwater pollution. The hydrogeological condition of Pucung Villageshows that Pucung Village has 13 dug wells that are in good condition, and has 3 ponds (small rainwater lakes), and 818 rainwater storage tanks which are utilized by 813 families. Clean water in Pucung Village is served by: (1) PAMSIMAS, namely PAM (Drinking Water Company) managed by the community, which is capable of serving 3 hamlets; and (2) PDAM (Regional Water Company) of Gunung Kidul Regency, which is capable of serving 5 hamlets.

One of the water sources in Pucung Village, namely the Trayu water source, which, due to its urgency, has built a water pump house by the Gunung Kidul Regency Public Works Service, in September 2021. This water pump house is equipped with an electricity network from the PLN (State Electricity Company). , which is further equipped with a distribution pipeline network and installation of household channels, which total up to 150 points in 8 hamlets. With the installation

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of this household channel, Pucung Village is free from drought, because 10 hamlets have clean water. In the context of groundwater, it is necessary to know that groundwater is stored in aquifers, or layers in the ground that can store and transmit water. Aquifer layers contain rock formations capable of releasing large amounts of water. Water that comes out in large quantities is able to form springs. Based on the hydrogeological conditions, it is known that the Pucung Village area is included in the high rift aquifer, which has the following characteristics: (1) There are faults associated with folds and fractures, so that in this area there is groundwater trapped in these fractures. (2) These cracks are connected to one another, so that water can continue to flow even during the dry season, and when there is no rain.

In the hydrogeological context, the people of Pucung Village: (1) try to find a source of water, because they need water, and at the same time (2) control rainwater stagnation, because they don't want flooding to occur in their area. To control rainwater stagnation, the people of Pucung Village work together or work together to clean the luweng channel (infiltration) from all blockages, for example from clogged garbage, leaves, twigs, rocks and soil. For example, the Clean-up activity in Luweng which was carried out by the people of Dukuh Pucung and Dukuh Pakelkopek in Pucung Village on June 13 2021.

## 2. Non-Physical Potential

Pucung Village has non-physical potential, as follows: First, productive age, which is stated in the book "Girisubo District in Figures 2020", that there are 2,305 people who are of productive age. Meanwhile, there were 494 people whose age was classified as children, while those who were classified as old were 584 people, so the dependency ratio was 46.77%, or every 2 people of productive age bear 1 person of non-productive age. Second, gender composition, which in the book "District of Girisubo in Figures 2020" states that there are 1,656 men (male) in Pucung Village, while 1,819 women (female). Thus it can be said that the gender composition in Pucung Village is relatively balanced, which statistically forms a ratio of 1 : 1.09. The book "District of Girisubo in Figures 2020" also reveals that in Pucung Village there are 849 male family heads and 115 female family heads, out of 964 family heads. This data needs attention when community empowerment is going to be carried out, especially to encourage commercial activities that are suitable for male family heads and suitable for female family heads.

Third, the level of education of the population, which in fact varies. As is known, the population of Pucung Village is 3,475 people, who have the following levels of education: (1) not going to school, as many as 581 people; (2) did not finish elementary school (elementary school), as many as 383 people; (3) graduated from elementary school, as many as 1,348 people; (4) graduated from junior high school (junior high school), as many as 682 people; (5) graduated from high school (upper level), as many as 441 people; (6) graduated from Diploma-1 to Diploma-3, 9 people; (7) graduated from Strata-1, as many as 26 people; (8) graduated from Strata-2 to Strata-3, as many as 5 people (BPS Gunung Kidul Regency, 2020). This education level data has a high urgency, if used as a basis for determining commercial activities during the implementation of community empowerment. For example, the existence of residents with junior high school and high school graduates who dominate Pucung Village, so if you want to determine commercial activities in this village, you should have activities that can be carried out by residents with junior high school graduates and high school graduates.

Fourth, resident professions, which the Pucung Website discloses, that various professions in Pucung Village are occupied by the community, with the following details: (1) farmers, totaling



1,703 people; (2) farm laborers, as many as 10 people; (3) migrant workers, as many as 32 people; (4) state civil apparatus, as many as 21 people; (5) retired, 1 person; and (6) home industry, as many as 57 people. The data shows that there are 1,824 people from Pucung Village who have certain professions. This figure is smaller than the number of productive age population in Pucung Village. Because the book "Girisubo District in Figures 2020" states that there are 2,305 people who are of productive age; it is known that there are 481 people of productive age who do not pursue a particular profession. uniquely,

### 3.2 Masterplan Making Process

Thompson (2015: 25) states that the master plan provides guidance for the implementation of the development of an area that is equipped with infrastructure, thus contributing to achieving a long-term vision. Each element of the master plan consists of a narrative, plan and strategy. Even though they are different, these three elements cannot be separated from one another, so that a strong relationship is formed between the three in achieving the vision, mission and development principles that will be implemented. Thompson's view is applied by the community and the Pucung Village Government by creating a master plan, which contains plans for infrastructure development and others, to realize the long-term vision and mission of Pucung Village. Each element of the Pucung Village Master Plan contains narratives, plans and strategies in three respects, namely: (1) development conception, (2) development zoning, and (3) development divisions.

Meanwhile, Wood (2020: 12) explains that the master plan is part of the planning process, which takes into account the input and involvement of stakeholders (stakeholders) comprehensively. This involvement leads to the successful design of the master plan, with the input and participation of stakeholders in terms of regional spatial planning, and its relation to development policies on a wider scale. Thus the master plan has a function as a government guide in a region in carrying out development (Wood, 2020: 12). In Thompson's view, Wood's explanation was also applied by the community and the Pucung Village Government in making the Pucung Village Master Plan. For example, when Wood firmly reminded the importance of stakeholder participation, the making of the Pucung Village Master Plan was also laden with the involvement of stakeholders, which consisted of hamlet heads and community leaders. Stakeholder involvement is evident when observing their activities in making the Pucung Village Master Plan.

The Pucung Village master plan is made or processed through the following stages: (1) Lecturers at the National Land College (Aristiono Nugroho and Sugiasih) facilitate the making of the master plan, by providing maps and relevant data; (2) Pucung Village Head (Estu Dwiyono) and Pucung Village Secretary (Eko Sujarno) asked all hamlet heads to provide input regarding development plans in their respective working areas; (3) Each dukuh head together with community leaders in his working area makes written input for the master plan to be made, in the form of a development plan in his respective working area, which then submits the input to the Pucung Village Head and the Pucung Village Secretary; (4) The Pucung Village Head and the Pucung Village Secretary collect input from all hamlet heads, then recapitulate the input; (5) The Head of Pucung Village and the Secretary of Pucung Village for the facilitation and supervision of the National Land College Lecturer combine the available maps and data with input from all hamlet heads, to produce a draft master plan; (6) Pucung Village Head and Pucung Village Secretary socialize the draft master plan to all hamlet heads and several community leaders, which is also to solicit input and corrections to the draft master plan; (7) After the draft master plan has

been corrected according to input and corrections from all hamlet heads and several community leaders, the Pucung Village Head approves the draft master plan to become a master plan.

### **3.3 Development Conception**

Abuiyada (2018: 119) explains that development has different meanings for different people, and can be explained in different contexts. Development is seen as progress towards complex goals, such as: (1) eradicating poverty, (2) providing employment opportunities, (3) reducing inequality, and (4) guaranteeing human rights. This definition also has sub-definitions, such as: (1) redistribution with growth, (2) basic needs approach, and (3) integrated rural development. When Abuiyada's views are placed in the context of Pucung Village, the desire of the people and the Pucung Village Government to create an independent, peaceful and prosperous Pucung Village, turns out to be relevant to this view. The development of Pucung Village is relevant to Abuiyada's conception of development, especially in terms of: (1) eradicating poverty, (2) providing employment opportunities, (3) reducing inequality, (4) guaranteeing human rights, (5) redistribution with growth, (6) basic needs approach, and (7) integrated rural development.

To complete Abuiyada's view, it is also necessary to pay attention to Maya's statement (2017:16-17) regarding development goals. Maya stated that the ultimate goal of development is to provide opportunities for people in all sections to have a better life in terms of better facilities, in terms of education, health, nutrition, housing, social welfare and the environment. Such a development concept is called the "social development concept", which has four development criteria, namely: (1) increasing scale, (2) efficiency, (3) togetherness, and (4) freedom. Social development also has substance, in the form of: (1) improving the quality of people's lives, (2) equitable distribution of resources, (3) participation in decision-making, (4) freedom to participate in every event. In addition, social development has two interrelated dimensions, namely: (1) facilitating people to work continuously for welfare, and (2) developing all institutions so that needs can be met at all levels through improving relations between humans and social institutions. Social development clearly expresses ideas, such as: (1) reducing inequality and problems, (2) creating opportunities and empowering people, (3) achieving prosperity, (4) improving relations between people and their institutions, and (5) economic growth.

Maya's statement is relevant to the efforts of the community and the Pucung Village Government, who are struggling to create an independent, peaceful and prosperous Pucung Village. The development of Pucung Village whose conception is included in the Pucung Village Master Plan is relevant to social development, which: (1) is able to increase scale, efficiency, togetherness, and freedom; (2) being able to improve the quality of life, equal distribution of resources, participation in decision-making, freedom to participate in any events; (3) being able to facilitate people so they can work continuously for welfare; (4) being able to develop existing institutions in Pucung Village, so that they are able to meet needs at all levels through improving the relationship between humans and social institutions; (5) able to reduce inequality and problems.

Based on the agreement made between the community and the Pucung Village Government, it was agreed that the development conception contained in the Pucung Village Master Plan is based on three approaches, namely: First, a socio-ecological approach, which is needed to realize sustainable development, namely development that involves the community, the economy, and environment. In addition, a socio-ecological approach is needed to support development that is able to meet present needs, without compromising the ability of future (future) generations to meet their





needs. This approach is based on the community, in an effort to improve the economic conditions of the community, while still paying attention to environmental conditions and conservation.

Elementsociety, the economy, and the environment are important, because the existence of a strong relationship between the community and its environment, in improving the economic conditions of the community. Communities need the environment as a source of livelihood, as well as accommodate various kinds of needs, such as: primary needs (clothing, shelter and food). However, people's lives need to be observed, because it can have an impact on the environment, both in the form of positive and negative impacts. Meanwhile, the economy is the driving force of people's lives, so that they can carry out their activities in providing goods and services. The community acts as a provider of energy and institutions, in driving the economy. On the other hand, the environment acts as a repository of natural resources, which will be managed for economic activities. Management of natural resources is what then produces positive and negative impacts on the environment.

Second, a participatory approach, that is seen as effective in supporting development based on the capabilities and strengths of the community. This approach forces policy makers to formulate the development needs of a region based on community needs, and positions the community as the main actor of development. Thus the community becomes the party that determines the planning and implementation of development activities. Basically "participatory" is an adjective which means an activity designed to arouse the feelings (awareness) of the people involved in decision making. Participatory is the nature (condition) of community participation, participation, or involvement. In principle, the community participates actively in the process or flow of program stages and their supervision, starting from the stages of socialization, planning, implementation, monitoring, evaluation, and preservation of activity results.

There are several ways that the Pucung Village Government can do to increase community participation in development activities in this area, such as: (1) increasing public awareness and understanding of the development plan to be implemented; (2) increasing the role and position of activities institutionally; (3) create an easier mechanism for people who want to participate in activities; (4) utilizing information technology to mobilize community participation; and (5) facilitating the implementation of training activities, which are relevant to efforts to increase community welfare. Third, the input-output approach, which is intended to support certain achievements (output) by carrying out certain actions or interventions (input). For example, so that tourists are willing to visit the Ancient Bengawan Solo site, the Pucung Village Government or the site manager must take certain actions, for example building easy access to the site, as well as providing various facilities that can support educational tourism activities at the Ancient Bengawan Solo site.

To apply the input-output approach, the Pucung Village Government, or the Bengawan Solo Purba site manager needs to design a business model using the BMC (Business Model Canvas), with the following stages: First stage, determine the Customer Segment, or targeted customers, namely: (1) students, (2) students, and (3) general tourists; The second stage, determines the Value Proposition, or the value offered, namely: (1) affordable costs, (2) customers get knowledge of geology, sociology, and geography in the context of ancient rivers, (3) available souvenirs and relevant culinary delights, and (4) ) available public facilities; The third stage, determine the channel, or channels that can be used to promote the Bengawan Solo Purba site, namely: (1) social media, and (2) customers who get a positive impression; Fourth Stage, determine Customer Relationship, or how to maintain good relations with customers, namely: (1) giving discounts on

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certain days, and (2) giving mementos (souvenirs) to customers; The Fifth Stage, determines Revenue Streams, or profit streams that can be obtained by the Bengawan Solo Purba site manager, namely: (1) from retribution fees, (2) from kiosk rents, and (3) from parking fees; The Sixth Stage, determines Key Resources, or resources that can be utilized to manage the site, namely: (1) natural resources in the form of landscapes, and (2) human resources in the form of available labor, and (3) creative resources in the form of public and social facilities active media; The Seventh Stage, determines Key Activities, or activities carried out in serving customers, namely: (1) exploring nature, by exploring the area of the Ancient Bengawan Solo site, and (2) sharing information, by explaining aspects of geology, sociology, and geography in the context of ancient rivers; The Eighth Stage, determines Key Partners, or main partners who can be invited to work together to advance tourism on the Bengawan Solo Ancient site, namely: (1) schools (elementary, junior high and high school), (2) universities, (3) travel agencies, and (4) hotels; The Ninth Stage, determines the Cost Structure, or structural costs that must be incurred in advancing and managing the Ancient Bengawan Solo site, namely: (1) management costs, maintenance and cleanliness of the site and the surrounding area, and (2) promotion costs. or the main partners who can be invited to work together to advance tourism on the Bengawan Solo Ancient site, namely: (1) schools (elementary, junior high and high school), (2) universities, (3) travel agencies, and (4) hotels;.

The Ninth Stage, determines the Cost Structure, or structural costs that must be incurred in advancing and managing the Ancient Bengawan Solo site, namely: (1) management costs, maintenance and cleanliness of the site and the surrounding area, and (2) promotion costs. or the main partners who can be invited to work together to advance tourism on the Bengawan Solo Ancient site, namely: (1) schools (elementary, junior high and high school), (2) universities, (3) travel agencies, and (4) hotels; The Ninth Stage, determines the Cost Structure, or structural costs that must be incurred in advancing and managing the Ancient Bengawan Solo site, namely: (1) management costs, maintenance and cleanliness of the site and the surrounding area, and (2) promotion costs.

### **3.4 Development Zone**

Korlena (2011: 385) explains that zoning is essentially an instrument for controlling land use. In the context of zoning, the implementation of regional planning includes: (1) land use planning, (2) land use, and (3) land use control. The implementation of land use must be in accordance with the land use plan that has been made, and for that it is necessary to control land use (land-use control). One of the instruments for controlling land use is zoning, which is prepared based on a detailed plan, and each land use zone is prepared as a guideline for controlling land use. Korlena's view is consistent with the efforts of the community and the Pucung Village Government to design the Pucung Village Master Plan, which mentions development zoning as an instrument for controlling land use. In this context, the implementation of Pucung Village development includes: (1) land use planning, (2) land use, and (3) efforts to control land use. Implementation of land use must be in accordance with land use planning, supported by land use control; so that development zoning can play an optimal role as an instrument for controlling land use.

Meanwhile, Salsabilla (2015: 3) explains that the increasingly complicated development makes land use necessary to be directed, so that it is in accordance with its physical characteristics and is able to accommodate community activities that continue to grow. The allocation of land use needs to be planned for the needs of all sectors of community activity, both current needs and future activities. This plan includes consideration of the interests of various sectors of community



activity, which are relevant to the resources contained therein. The participation of the community and other related parties needs to be increased, so that the plans drawn up provide optimal benefits for many parties.

Salsabilla's explanation is still relevant to the development zoning contained in the Pucung Village Master Plan, which also directs land use to be directed according to its physical characteristics, in order to be able to accommodate community activities that continue to grow. The allocation of land use for Pucung Village is planned to meet the needs of all sectors of community activity, both current and future needs. This plan includes consideration of the interests of various sectors of community activity, which are relevant to the resources contained therein. The participation of the community and other related parties gets an adequate portion, so that the plans drawn up provide optimal benefits for many parties. Based on an agreement made between the community and the Pucung Village Government, it was agreed that the development zoning contained in the Pucung Village Master Plan is based on three regional developments, namely: First, the development of the Northern region, which consists of Padukuhan Wotawati, Padukuhan Ngreyung, and Padukuhan Traju. The development of the Northern Region is prioritized on the agricultural sector and the tourism sector, the details of which are as follows: (1) Agriculture Sector, in the form of developing a vineyard in Wota Wati Paddock, and bonsai in Traju Padukuhan; (2) Tourism Sector, in the form of developing the Bengawan Solo Ancient site in Wota Wati, Ngreyung, and Traju Padukuhan.

Second, development of the central region, which consists of the Karang Tengah Padukuhan, Benge Padukuhan, Pakel Kopek Padukuhan, and Pucung Padukuhan. The development of the Central Region is prioritized on the agricultural sector and the home industry sector, the details of which are as follows: (1) Agriculture Sector, in the form of developing secondary crops in Karang Tengah Padukuhan, Benge Padukuhan, Pakel Kopek Padukuhan, and Pucung Padukuhan; (2) The Home Industry Sector, in the form of MSME-scale business or home industry development (Medium, Small and Micro Enterprises), especially in the business of: (a) shredded tuna in Padukuhan Benge, (b) metal in Padukuhan Karang Tengah, (c) snacks at Padukuhan Pakel Kopek, and Padukuhan Karang Tengah, (d) bamboo handicrafts at Padukuhan Pakel Kopek. Third, the development of the Southern region, which consists of Padukuhan Kandri, Padukuhan Wonotoro, and Padukuhan Nujo. The development of the Southern Region is prioritized on the agricultural sector, the settlement sector, and the tourism sector, the details of which are as follows: (1) The Agricultural Sector, in the form of developing palawija commodities in Padukuhan Nujo; (2) The Home Industry Sector, in the form of MSME-scale business or home industry development, especially in the business of: (a) furniture in Nujo and Wonotoro Padukuhan; (b) bamboo handicrafts at Nujo, Wonotoro, and Kandri Padukuhan; (c) snacks at Padukuhan Wonotoro and Padukuhan Kandri; and (d) painting, screen printing, and sungging in Padukuhan Kandri. (2) The Tourism Sector, in the form of site development: (a) Srakung Beach, Kalongan Cave, and the Menyer Cliff Fishing Spot in Padukuhan Nujo; (b) Pasarean Ki Joko Suro in Padukuhan Wonotoro; and (c) Nungap Beach in Padukuhan Kandri.

### 3.5 Development Sector

Wahyudi (2014: 159) refers to the field of development as the development sector. He also stated that in the economic aspect, development planning in an area is a way to determine the role of certain sectors in achieving targeted growth, which is then followed by investment activities. The local government has limited resources and resources, so it must determine priorities in its

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development. To boost the performance of the agricultural sector, local governments must have a certain strategy in managing their budgets. In addition, local governments need to implement policies that are able to increase the independence of their budgets in managing resources and funding sources. Wahyudi's statement is relevant to the making of the Pucung Village Masterplan which must be designed by taking into account the role of certain sectors in Pucung Village, in achieving targeted growth, which is then followed by investment activities. The Pucung Village Government has limited resources and also limited funding sources, so that it is important to determine the priority of development sectors or sectors. To boost the performance of certain sectors, the Pucung Village Government needs to have the right budget strategy, so that limited funding sources are still able to boost productivity. Apart from that, the Pucung Village Government needs to continue to make efforts, so that one day its budget will become more independent.

In contrast to Wahyudi, who focuses on the budget and priority sectors, Kusumawardhana (2010: 5) warns about the importance of applying the ROCCIPI approach in development division or sectorization. Each sector needs to be analyzed in seven ways, namely: (1) Rules, or rules (provisions) that form the basis for developing the sector; (2) Opportunity, or opportunities (opportunities) owned by the sector, to provide benefits if development is carried out; (3) Capacity, or capacity owned by the sector in absorbing human resources and providing welfare for business actors; (4) Communication, or communication carried out by the sector's stakeholders with other sectors, so that development opportunities are wide open; (5) Interests, or the current or future interests of stakeholders that are relevant to the development of the sector; (6) Process, or implementation from the beginning to the end; (7) Ideology or ideology that shows the determination of the stakeholders, to try their best. Of course Kusumawardhana's advice was not ignored by the community and the Pucung Village Government, when they were compiling the Pucung Village Master Plan. Although not all aspects can be implemented in making the Pucung Village Master Plan, there are several important aspects that are practiced by the community and the Pucung Village Government. These important aspects include: opportunity, capacity, interest, and process.

Based on the agreement made between the community and the Pucung Village Government, it was agreed that the development sector in the Pucung Village Masterplan includes: First, the agricultural sector, which includes the development of the agricultural sector in Pucung Village, needs to be carried out by improving existing agricultural conditions, so that it can further contribute to welfare. society (social welfare). For example, by optimally utilizing mixed gardens (41.62% of the area of Pucung Village), and making the best possible use of the planting area of rainfed lowland rice (covering an area of 44.33 Ha). The planting area of teak trees needs to be continuously increased as a form of community investment for their welfare, which has received a Logging Delay Credit facility. In addition, peanuts also have good prospects, because the price is relatively good. Second, the livestock sector, which includes the development of the livestock sector in Pucung Village, needs to be carried out by improving the conditions of existing livestock, so that it can further contribute to the welfare of the community. For example, by taking advantage of the existence of cows (1,023 heads), goats (1,462 heads), and chickens (4,030 heads), by making efforts: (1) Increasing the planting area for cattle and goat fodder, and protecting the interests of cattle and goat breeders from middlemen; (2) Increased cooperation between chicken farmers and companies that provide broiler breeders, as well as protecting the interests of chicken farmers from middlemen who play a role in the supply of seeds, medicines, and marketing.



Third, the tourism sector, which includes: (1) Nature-based tourism in Pucung Village needs to be carried out by improving existing facilities, so that it can further contribute to the welfare of the community. For this reason, the Pucung Village Government needs to pay attention to tourist attractions, as follows: Sadeng Beach, Bengawan Solo Ancient, Srakung Beach, Nungap Beach, Tebing Menyer Rock Fishing Spot, Putri Cave, Kalongan Cave, Pasarean Joko Suryo, Wota Wati Tourism Village, Traju Fruit Garden, Traju Reservoir, and Pakel Rubuh Reservoir. The form of attention is in the form of efforts to fulfill facilities, such as: parking lots, toilets, and merchant stalls; (2) Culture-based tourism in Pucung Village needs to be carried out with innovative cultural products, so that it can attract tourists, and finally can contribute more to the welfare of the community. Therefore, The Pucung Village Government needs to provide assistance for the development of local arts (culture), and encourage the community to continue to maintain various local arts, so that they can continue to exist. Local arts that have the potential to be maintained and developed, such as: flying, campursari, macapat, karawitan, hadroh, puppetry, reog, and jatilan.

Fourth, the economic field, which includes: (1) Retail trade in Pucung Village needs to be carried out by improving existing conditions, so that it can further contribute to the welfare of the community. The Pucung Village government can take advantage of the existence of 21 grocery shop entrepreneurs as agents of change, who will serve the needs of the community by increasing the turnover of various products needed by the community. In addition, the role of the existing Prosperous BUMDES should be increased, for example: (a) Prosperous BUMDES (Pucung Village) to become a direct supplier of peanuts for Pucung Village to packaged peanut producers, for example: Garuda, or Dua Kelinci; (b) Prosperous BUMDES (Pucung Village) is a distributor of basic food products that will be distributed to grocery stores in this sub-district; (2) Home industry or commonly called UMKM (Micro Enterprises, Small, and Medium) in Pucung Village needs to be done by improving the existing conditions, so that they can further contribute to the welfare of the community.

The Pucung Village Government can take advantage of the existence of various existing MSMEs, by conducting coaching and motivational activities so that all MSMEs in this village can develop rapidly, such as: (a) MSMEs Furniture in Padukuhan Wota Wati, and Padukuhan Ngreyung; (b) MSME Snacks in Padukuhan Traju, and Padukuhan Wonotoro; (c) Shredded Tuna UMKM in Padukuhan Bengle; (d) Metal SMEs in Karang Tengah Padukuhan; (e) UMKM Bamboo Crafts in Padukuhan Pakel Kopek; and (f) Painting and Screen Printing UMKM in Padukuhan Kandri; (3) The fish trade in Pucung Village needs to be carried out by improving the existing conditions, so that it can contribute more to the welfare of the community. The Pucung Village Government can take advantage of the existence of the Sadeng Fish Landing Port (PPI), which is the largest PPI in the Special Region of Yogyakarta. This is done by collaborating bilaterally with Songbanyu Village, to provide opportunities for residents in the two sub-districts to conduct fish trading businesses, which serve transactions with tourists and fish traders from other areas.

#### 4. CONCLUSION

Based on the results of research on making the Pucung Village Master Plan, the following conclusions are obtained: First, the potential of Pucung Village consists of physical and non-physical potential, both of which can be utilized and developed for the realization of community welfare; Second, the process of making the Pucung Village Master Plan includes: (1) Facilitation of maps and data from lecturers from the National Land College; (2) Providing

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input by the Head of the Padukuhan and local community leaders regarding the plan for the development of the respective Padukuhan; (3) Data collection and input, as well as analysis and drafting of the Pucung Village Master Plan by the Head of Pucung Village and the Secretary of Pucung Village, supervised by a lecturer at the National Land College; Third, the conception of development in the Pucung Village Master Plan includes: (1) a socio-ecological approach, (2) participatory approach, and (3) input-output approach; Fourth, development zoning in the Pucung Village Master Plan includes: (1) development of the North region, (2) development of the central region, and (3) development of the South region. Fifth, the divisions in the Pucung Village Master Plan include: (1) agriculture, (2) animal husbandry, (3) tourism, and (4) economics.

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