

Location Question Analysis of the Umkm Sector of Jombang District

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doi: <https://doi.org/10.37745/bjmas.2022.0321>

Published October 14 2023

Citation: Kustini Kustini and Dhani Ichsanuddin Nur (2023) Location Question Analysis of the Umkm Sector of Jombang District, *British Journal of Multidisciplinary and Advanced Studies: Business and Management Sciences* 4(5),104-119

ABSTRACT: *The existence of MSMEs is an alternative effort to overcome poverty, improving people's living standards through continuous empowerment of MSMEs. The aim of this research is to formulate a Location Quotion analysis strategy model for the MSME sector that can determine superior products to improve community welfare and regional income in Jombang Regency in accordance with superior potential and the problems faced. This research was carried out in several sub-districts in Jombang Regency, namely: Compiling a map of the potential conditions of superior products, revitalizing the development and conceptualization of alternative development opportunities for the MSME sector, and applying the SWOT analysis model, and applying LQ analysis with approaches namely: quantitative and descriptive. The development of small businesses (MSMEs) plays a role in creating economic conditions to form a competitive market mechanism, increasing the impetus for economic growth from domestic economic forces into the process of expanding employment opportunities and forming entrepreneurs evenly. The results of the LQ analysis are developing regional superior commodities, namely rice, sugar cane, duck eggs, beef, free-range chicken meat, broiler meat and fisheries considering that from the results of the LQ analysis these superior commodities have an LQ value > 1.*

KEYWORDS: Analysis, MSMEs, SWOT, LQ

INTRODUCTION

The development of the small and medium enterprise sector will continuously undergo adjustments in line with developments in scientific and technological progress as well as economic development results that can contribute to the economy. In addition, small and medium industries have great potential to use information as an initial solution, especially by utilizing information literacy skills. This information literacy includes the ability to effectively utilize technology to obtain information, skills in searching, grouping and distinguishing relevant information, as well as competent abilities in applying the knowledge gained in practical situations (Shobaruddin, 2020). The correlation between the rate of expansion of the industrial sector and labor force productivity is often considered a determining factor in the success of development

(Todaro, 2015). So that all sectors are expected to make a significant contribution to the availability of employment opportunities, which in turn is expected to increase production in these economic sectors which will also increase regional income (Hamzah, and Agustien, 2019). The high ability of the economic sector to absorb labor and increase productivity is an indicator of a region's progress. Basically, to achieve sustainable economic development in a region, it is necessary to increase productivity which can produce a real increase in regional income, and this must be adjusted to the inflation rate (Sarfiyah et al, 2019). Development processes involving the growth of rural settlements are often characterized by continuous and rapid development, resulting in increasingly complex landscapes. Because this landscape involves strategic aspects at local, regional and global levels, it is very important to improve MSME development strategies by integrating regional perspectives. Each region has a variety of quality products, so sustainable economic development efforts are needed through support for MSMEs and the agricultural sector. This strategic approach has the potential to improve the country's economic prosperity (Because this landscape involves strategic aspects at local, regional and global levels, it is very important to improve MSME development strategies by integrating regional perspectives. Each region has a variety of quality products, so sustainable economic development efforts are needed through support for MSMEs and the agricultural sector. This strategic approach has the potential to improve the country's economic prosperity (Because this landscape involves strategic aspects at local, regional and global levels, it is very important to improve MSME development strategies by integrating regional perspectives. Each region has a variety of quality products, so sustainable economic development efforts are needed through support for MSMEs and the agricultural sector. This strategic approach has the potential to improve the country's economic prosperity (Undari and Lubis, 2021, and Fauzi et al, 2019).

In the context of national recognition, Jombang Regency has become a leading center for handicraft production. This shows that natural resource management policies are still not optimal. Therefore, it is essential to ensure continuous maintenance and improvement of the above-mentioned systems, with the aim of creating an investment environment that supports regional vision and goals. In essence, there is a reciprocal relationship between natural resource potential and investment policy. In this scenario, natural resources become a factor that attracts or encourages investment, while investment increases the added value of abundant natural resources. If this is successful, then the investment has helped turn regional comparative advantage into competitive advantage.

LITERATURE REVIEW

The development of small and medium industries needs serious attention from all parties, besides that the small and medium enterprise sector is more labor intensive so that rapid development in this sector will have a positive impact on reducing unemployment levels and reducing inequality. Small and medium businesses have a very important position in the Indonesian national economy, considering the large

population. However, it should be noted that the general education level of the community is still relatively low, so that the majority of them are involved in small and medium scale entrepreneurial businesses, both in conventional and more modern industries. Development efforts have actually been carried out but are still unsuccessful and unsatisfactory, because they are often left behind by the progress achieved by large businesses.

The existence of MSMEs is an alternative effort to overcome poverty, improving people's living standards through continuous empowerment of MSMEs. This is because it has good potential and prospects, thereby providing business opportunities in the national economy, which is central providing employment opportunities and producing output. MSME actors basically still need a lot of capital, guidance and support sourced from the government and related external parties. If there can be synergy and cooperation between MSME actors, the government and other stakeholders, there is great potential to successfully implement the digital transformation process in MSMEs. This will help the government achieve its goal of increasing the number of MSMEs that switch to digital-based business models more quickly and effectively (Arianto, 2020).

For regional products to be superior, they need to meet several special requirements, including strong cultural characteristics and local wisdom, high product quality and aesthetics, good market potential at home and abroad, and sustainable production supported by natural resources. local (Devi and Darsana, 2019). The one village one product concept and strategy is adapted according to regional potential, through product characteristics that are distinctive and unique in that region, which can then become global class products. Some of the determining factors for success in the one village one product concept are design, participation, initiator, implementation, funding sources, marketing, assistance, and goals (Gani and Muliati, 2018).

Original products that have been passed down from generation to generation have unique values that can be captured and utilized to create commodities that can compete well in contemporary markets. One important element in efforts to develop local products is increasing community capacity in terms of originality and innovation in product development, this is becoming increasingly important as product competition increases (Mustangin et al, 2017). So, getting support from the government and village residents is very important in achieving development goals. This collaboration is essential because it allows the implementation of product development programs that meet the needs and expectations of society. The concept of empowerment has two different meanings. The first is about giving power or authority to individuals or groups. While the second involves providing individuals or groups with the capabilities or resources they need to be able to take action. In this perspective, empowerment involves giving power or ability to individuals or groups who currently have limited or even no power at all (Mahameru, 2021). Or it can also be interpreted as giving authority or authority to carry out something. Engaging in activities that have the aim of increasing social interaction has the potential to increase empowerment. The concept of empowerment is concerned with giving power to individuals, not just the state of the individual being empowered. A more appropriate terminology might be "encouraging"

or "moving." Empowerment includes providing the encouragement or resources needed for individuals to act independently. In addition, empowerment involves increasing the capacity of individuals, especially those who may be marginalized or feel disadvantaged, so that they have the ability or talent to: (a) meet their basic needs, thereby achieving freedom from ignorance, prejudice, hunger and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives. Empowerment includes providing the encouragement or resources needed for individuals to act independently. In addition, empowerment involves increasing the capacity of individuals, especially those who may be marginalized or feel disadvantaged, so that they have the ability or talent to: (a) meet their basic needs, thereby achieving freedom from ignorance, prejudice, hunger and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives. Empowerment includes providing the encouragement or resources needed for individuals to act independently. In addition, empowerment involves increasing the capacity of individuals, especially those who may be marginalized or feel disadvantaged, so that they have the ability or talent to: (a) meet their basic needs, thereby achieving freedom from ignorance, prejudice, hunger and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives. especially those who may be marginalized or feel disadvantaged, so that they have the ability or talent to: (a) fulfill their basic needs, thereby achieving freedom from ignorance, prejudice, hunger and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives. especially those who may be marginalized or feel disadvantaged, so that they have the ability or talent to: (a) fulfill their basic needs, thereby achieving freedom from ignorance, prejudice, hunger and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives. and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives. and suffering; (b) access productive resources that can increase income and access to essential goods and services; and (c) engage in development efforts and participate in decision-making processes that affect their lives.

The LQ method is an approach that is often used in basic economic models and is the first step in analyzing sectors that play a role in driving economic growth. The LQ metric is used to measure the level of relative concentration or specialization in economic activities using comparative methods (Atmayanti et al, 2021). The LQ method is a comparative analysis technique used to evaluate the relative contribution of a particular sector in a region, especially in terms of job creation, production and

added value, when compared with the same sector at the national level. The main aim of the LQ approach is to identify the dominating sectors, which are often referred to as base sectors, in a particular region (Jafar, and Meilvidiri, 2021). The purpose of the Location Quotient (LQ) method is to determine which commodities dominate in a region. Determining whether a commodity in the region falls into the base or non-base category is a key factor that must be considered. Each analysis method has advantages and disadvantages, and this also applies to the LQ method.

RESEARCH METHODS

SWOT analysis

SWOT analysis is a comprehensive approach in evaluating external and internal factors. This is the initial stage in the planning process, where existing problems are thoroughly analyzed to identify potential solutions and develop further strategies. SWOT analysis is an important tool in strategic decision making that helps in interpreting the strengths, weaknesses, opportunities and threats faced by an organization. The SWOT Matrix is a strategic instrument used to develop company strategy factors. This matrix provides a thorough analysis of the external opportunities and threats a company may face, while considering the organization's internal strengths and weaknesses.

Location Quotient (LQ) Analysis

The LQ method is a technique used to assess the level of concentration of economic activity in a particular location in relation to a wider area. This method helps in identifying the comparative advantages of a particular region, assuming that geographical conditions are relatively homogeneous, activity patterns are evenly distributed, and each activity produces similar output. In simple terms, the LQ value acts as an indicator of a region's ability to produce certain commodities. This helps determine whether a region is able to meet the needs of other regions or is in balance.

$$LQ = (X_{ij} / X_i) / X_j / X_{..}$$

Where:

LQ_{ij} = LQ value for the j th activity in the i region

X_{ij} = Value of the j activity in the i th region

X_i = Total value of activities in region i

X_j = j activity value in the total area

$X_{..}$ = Total value of activities in the total area

The LQ value measurement criteria used are as follows:

- a) If $LQ > 1$ means the commodity has a fundamental position or is considered superior in that area. In this way, the products produced can not only meet demand in the region, but also have the potential to be exported outside the region.
- b) If $LQ < 1$ means the commodity is included in the non-basic category and has no inherent advantages. As a result, production of these commodities in the

region is not sufficient to meet local needs, so external supplies or imports are required.

- c) If $LQ = 1$, it means that the commodity is also included in the non-basic category and has no inherent advantages. Apart from that, the production of these commodities only aims to meet domestic needs and does not have the capacity to be exported.

RESULTS AND DISCUSSION

The selection and determination of superior products can be expected as an effort in the context of development planning including investment that can be carried out in a focused and sustainable manner to increase production activity and local economic growth from upstream to downstream. All production activities are in a supply chain, the concept of developing superior products is not a partial development but requires support and intervention from all parties involved in its implementation including infrastructure support, distribution and marketing channels, raw material supplies, financial institutions, regulations and other supporting factors. Thus, the development of superior products can be achieved if the basic assumptions are met, namely the existence of synergy between various sectors and supporting sectors.

SWOT Analysis

SWOT analysis is used in formulating policy strategies in order to determine the application of superior products in facing competition. The SWOT formulation is based on strengths, weaknesses, opportunities and threats. Strategic planning must understand the suitability between internal and external forces. In the initial stage of carrying out a SWOT analysis, we develop two matrices, namely the IFAS Matrix (Internal Factors Analysis Summary) and the EFAS Matrix (External Factors Analysis Summary). The IFAS matrix is created by considering the company's internal factors, especially its strengths and weaknesses. On the other hand, the EFAS Matrix was developed by considering external factors, namely the opportunities and threats faced by the company.

Table 1. Conditions of Internal and External Factors for Potential Superior Products in the Jombang Regency Region.

Internal factors	Strength Factor (S) 1. Business location 2. Product quality 3. Determination of superior products 4. Sales/Turnover	Weakness Factor (W) 1. Business management 2. Bookkeeping management 3. Product marketing 4. Management is not yet integrated
External Factors		
Chance Factor (O) 1. Availability of raw materials 2. Trends in demand for superior products 3. Marketing Media 4. Local government support	SO Strategy 1. Maintain and increase commodity production 2. Improving the quality of production commodities 3. Improve product quality and utilize marketing media 4. Increase cooperation between parties and utilize resources	WO Strategy 1. Develop a product plan professionally 2. Directed and integrated commodity development in production and marketing systems 3. Carry out structured and organized promotional efforts to expand market share
Threat Factor (T) 1. Price of raw materials 2. Business competition 3. Changes in consumer preferences 2. Decrease in people's purchasing power	ST Strategy 1. Develop superior product competitiveness 2. Consolidate the market situation for products already in circulation 3. Develop innovation and product diversification 4. Maintain prices and reduce production costs	WT Strategy 1. Expand networks and collaboration with other industrial sectors 2. Improve the management system to improve product quality and marketing 3. Increase the variety of product sales that consumers currently like 4. Product development according to community needs

Based on table 1 above, the SWOT analysis shows that the SO strategy produces a strategy to increase commodity production in order to meet the needs and demands of society/consumers, considering the availability of raw materials and the strategic location of Jombang district for distributing its products. Meanwhile, in the aspect of distributing commodity products and expanding marketing, you can utilize existing marketing media, especially in the field of information technology in the form of digital marketing. Apart from that, strong regional government support in developing superior products with regulations that facilitate and provide facilities and infrastructure, assistance to micro businesses. Cooperation and partnership patterns need to be developed considering that there is a mutually supportive relationship between MSMEs and large businesses/industry,

Staregi WO produces professional quality superior product planning strategies considering the availability of sufficient raw materials, in order to meet the needs of the local community in the Jombang region and other regions. These superior products have

even been marketed in the East Java region and several provinces in Indonesia. It is necessary to develop the production process in stages from conventional production patterns to more modern ones, so that the results produced can be faster and larger. Another strategy that can be used to expand the market is to collaborate with sponsors in the form of exhibitions in several cities in Indonesia. The development of partnership patterns needs to be developed in the context of community economic development with the concept of empowering all components of society.

ST's strategy results in developing the competitiveness of superior products by improving quality to maintain sales turnover and maintain production process costs, because there is a tendency and possibility for raw material costs to fluctuate or even increase. Most of the raw materials used by micro businesses and small industries in Jombang come from outside the Jombang area, so it is necessary to use them efficiently and effectively in the production process.

The WT strategy produces a strategy that can be developed, namely partnerships in local economic development, which is a strategic approach that aims to encourage economic growth at the regional level by integrating the local economy into a market-based economic system. The process of achieving this development and integration is driven through a strategic focus on cooperation between various parties and improving relationships between local producers and markets at various scales, including regional, national and even international scales. The partnership program is an approach that develops a pattern of cooperation involving all components of society, business actors and local governments which facilitates the linkage of all aspects of economic activity.

After selecting and determining superior products and applying SWOT analysis, an economic transformation process strategy can be carried out in the form of encouraging small businesses to create the following conditions:

1. The development of small businesses (MSMEs) plays a role in creating economic conditions to form a competitive market mechanism.
2. Encourage small businesses (MSMEs) to become part of industrial activities (industrial linkage) as suppliers to large industries.
3. Increase the impetus for economic growth from domestic economic forces into the process of expanding employment opportunities and forming entrepreneurs evenly.
4. The process of changing small businesses (MSMEs), the majority of which are traders, towards manufacturing businesses is expected to contribute to the creation of added value in economic growth.

Economic Growth and Structure of Jombang Regency

In 2022, the Wholesale and Retail Trade, Car Repair and Motorbike Repair business sectors will have a significant contribution to the Gross Regional Domestic Product (GRDP) of Jombang Regency, amounting to 23.9 percent. This shows a slight increase from the previous year, which reached 23.5 percent. Apart from that, the Processing Industry sector also experienced growth of 21.4 percent, up from a growth rate of 20.8

percent in 2021. On the other hand, the Agriculture, Forestry and Fisheries sectors experienced a decline from 18.24 percent in 2021 to 17.79 percent in 2022. On the other hand, the Construction sector experienced an increase from 10.21 percent to 10.4 percent. However, the Information and Communication business sector experienced a decline from 7.04 percent in 2021 to 6.67 percent in 2022.

Economic growth acts as a macroeconomic indicator that allows assessing the economic performance of a region (Maspaitella et al, 2021). The calculation of the economic growth rate is based on changes in GRDP at constant prices between the current year and the previous year. Economic growth can be explained as an increase in the total amount of goods and services produced in various economic sectors in a geographic area over a certain period of time (Kartanegara and Putri, 2020). Based on data that has been adjusted to constant prices in 2010, it is estimated that the Gross Regional Domestic Product (GRDP) value of Jombang Regency will experience growth in 2022. This increase is caused by increased production in various economic sectors which is still stable and not affected by inflationary pressures. Jombang's GRDP, measured at constant prices in 2010, reached 30.09 trillion rupiah. This value has increased compared to the previous year, which will reach 28.55 trillion rupiah in 2021. This data shows that in 2022, it is estimated that there will be an economic expansion of 5.37 percent, which is a significant increase compared to economic growth of 3.24 percent in the previous year. The increase in economic performance in Jombang Regency is supported by factors such as the growth of leading sectors, namely the Industry and Trade sectors. GRDP is also divided into 17 different business sectors, and the majority of these sectors have subcategories in accordance with the Standard Classification of Indonesian Business Fields (KBLI). Next, this description will discuss the progress observed in the commercial sectors during the period 2020 to 2022. It is estimated that there will be an economic expansion of 5.37 percent, which is a significant increase compared to economic growth of 3.24 percent in the previous year. The increase in economic performance in Jombang Regency is supported by factors such as the growth of leading sectors, namely the Industry and Trade sectors. GRDP is also divided into 17 different business sectors, and the majority of these sectors have subcategories in accordance with the Standard Classification of Indonesian Business Fields (KBLI). Next, this description will discuss the progress observed in the commercial sectors during the period 2020 to 2022. It is estimated that there will be an economic expansion of 5.37 percent, which is a significant increase compared to economic growth of 3.24 percent in the previous year. The increase in economic performance in Jombang Regency is supported by factors such as the growth of leading sectors, namely the Industry and Trade sectors. GRDP is also divided into 17 different business sectors, and the majority of these sectors have subcategories in accordance with the Standard Classification of Indonesian Business Fields (KBLI). Next, this description will discuss the progress observed in the commercial sectors during the period 2020 to 2022. The increase in economic performance in Jombang Regency is supported by factors such as the growth of leading sectors, namely the Industry and Trade sectors. GRDP is also divided into 17 different business sectors, and the majority

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**Table 2. GRDP of JOMBANG DISTRICT and EAST JAVA (Billion Rupiah)
PRICES VALID in 2022.**

No.	BUSINESS FIELD	JOMBANG	EAST JAVA
1.	Agriculture, Forestry and Fisheries	8,171.8	303,292.05
2.	Mining and excavation	278.9	118,991.88
3.	Processing industry	9,820.4	835,710.91
4.	Procurement of Electricity and Gas	31.7	8,042.88
5.	Water Supply, Waste Management, Waste and Recycling	38.5	2,443.20
6.	Construction	4,777.9	246,876.37
7.	Wholesale and Retail Trade; Car and Motorcycle Repair	10,960.7	509,938.73
8.	Transportation and Warehousing	637.6	96,490.21
9.	Provision of accommodation and food and drink	1,080.4	154,142.37
10.	Information and Communication	3,062.2	135,659.60
11.	Financial Services and Insurance	1,170.8	72,592.53
12.	Real Estate	940.4	44,748.26
13.	Company Services	123.9	21,396.64
14.	Government Administration, Defense and Mandatory Social Security	1,384.5	58,448.68
15.	Education Services	2,345.8	67,704.93
16.	Health Services and Social Activities	464.9	18,875.47
17.	Other services	639.8	35,552.39
18.	GRDP	45,930.4	2,730,907.09

Source: BPS Jombang and East Java Regency

In the period between 2018 and 2022, the economy of Jombang Regency is significantly influenced by five main business sectors, namely: Processing Industry, Construction, Agriculture, Forestry and Fisheries, Wholesale and Retail Trade, Information and Communication, and Car and Bicycle Repairs Motorcycle.

Location Question (LQ) Analysis

The aim of the Location Quotient (LQ) method is to identify the dominant or "base" sectors in a particular region. Using the LQ approach is useful in determining whether a sector in the region can be considered base or non-base. This decision is an important factor in analysis, and each analysis method has its own advantages and disadvantages, including the LQ approach. It should be noted that this approach does not provide absolute conclusions and often requires validation through alternative analysis methods to ensure its correctness. The LQ approach helps in detecting economic specialization and measuring the relative concentration of economic activities in a particular region. This is useful in building leading sectors in a region's economy or industry. It is important to note that the data used in LQ analysis must go through a comprehensive verification process and involve reliable sources. This approach helps in assessing the consistency of reliable and accurate data. After analyzing superior economic potential, an LQ ranking will be obtained, then the LQ ranking will be analyzed in more detail according to sectors with $LQ > 1$ using an analysis of determining superior commodities to be developed by considering other biophysical land/environmental suitability factors, production inputs, equipment, capital, workforce readiness, investors and market demand. Location Question Theory is used to evaluate variations in the economic base of a region. With the help of this theory, we can identify sectors that have potential for sectoral development and meet local needs. Therefore, sectors that show bright prospects can become the main focus in economic development planning (Purnomo et al, 2015).

The economic development planning process requires the use of various statistical data as a basis for formulating policy steps that can achieve development goals optimally. Involvement in ongoing monitoring and evaluation of previously implemented strategies and policies is essential. To properly understand historical and current conditions and future goals, a wide range of quantitative statistical information is required. Gross Regional Domestic Product (GRDP) refers to the total value generated from the production of goods and services within the boundaries of a certain domestic area. This value comes from various economic activities carried out in a certain time period, without considering whether the production factors are owned by local residents or not. The LQ value measurement criteria used are as follows:

- a) If $LQ > 1$ means the commodity has a fundamental position or is considered superior in that area. In this way, the products produced can not only meet demand in the region, but also have the potential to be exported outside the region.
- b) If $LQ < 1$ means the commodity is included in the non-basic category and has no inherent advantages. As a result, production of these commodities in the region is not sufficient to meet local needs, so external supplies or imports are required.
- c) If $LQ = 1$, it means that the commodity is also included in the non-basic category and has no inherent advantages. Apart from that, the production of these

commodities only aims to meet domestic needs and does not have the capacity to be exported.

Table 3. Agricultural Sub-Sector Production Results 2022.

No	PLANT TYPE	JOMBANG PRODUCTION (Tons)	EAST JAVA PRODUCTION (Tons)	LQ
1	Paddy	453,696.51	9,686,760.38	1.10
2	Corn	269,662.39	7,319,000	0.87
3	Soya bean	2,883.59	70,000	0.97
	Total	726,242.49	17,075,760.38	

Source: BPS Kab. Jombang and East Java are processed

From the table above, it can be seen that based on the LQ calculation of the 3 (three) types of agricultural sub-sector commodities found in Jombang Regency, it can be seen that the rice commodity has the highest LQ value, namely 1.10. The results of this LQ analysis show that the rice commodity is a prospective agricultural sub-sector commodity and is worthy of development, considering that the LQ value > 1 means that the rice commodity can meet the needs of its own region and can be exported outside the Jombang Regency area.

Table 4. Production Results of the Plantation Sub Sector 2022.

No	PLANT TYPE	JOMBANG PRODUCTION (Tons)	EAST JAVA PRODUCTION (Tons)	LQ
1.	Coffee	22276.7	68,916	0.51
2.	Cocoa	170.10	33,002	0.01
3.	Sugarcane	816,880	1,192,034	1.07
4.	Tobacco	51,283.8	97,937	0.82
	Total	890,610.60	1,391,889	

Source: BPS Kab. Jombang and East Java are processed

From the table above, it can be seen that based on the LQ calculation of the 4 (four) types of plantation sub-sector commodities in Jombang Regency, it can be seen that the sugar cane commodity has the highest LQ value, namely 1.07. The results of this LQ analysis show that the sugar cane commodity is a prospective plantation sub-sector commodity and is worthy of development, considering that the LQ value > 1 means that the sugar cane commodity can meet the needs of its own region and can be exported outside the Jombang Regency area.

Table 5. Livestock Sub-Sector Production Results 2022.

No.	TYPES OF LIVESTOCK PRODUCTS	JOMBANG PRODUCTION (Tons)	EAST JAVA PRODUCTION (Tons)	LQ
1.	Free-range Chicken Eggs	552,357	2,082,959,281	0.97
2.	Duck Eggs	2,146,627	4,810,435,223	1.63
3.	Beef	3,734.9	11,099,117,573	1.23
4.	Buffalo Meat	0.679	7,164,831	0.35
5.	Lamb	291,786	2,065,181.65	0.51
6.	Sheep's meat	125,334	619,165,341	0.74
7.	Free-range Chicken Meat	1,781,797	41,55,451,101	1.56
8.	Broiler Meat	16,243,303	58,670,334.95	1.01
9.	Laying Chicken Meat	641,606	3,148,809,595	0.74
10.	Duck Meat	226,165	7,148,044.38	0.12
	Total	25,744,554	93,806,663,923	

Source: BPS Kab. Jombang and East Java are processed

From the table above, it can be seen that based on the LQ calculation of 10 (ten) types of livestock sub-sector commodities in Jombang Regency, it can be seen that the duck egg commodity has the highest LQ value, namely 1.63. The results of this LQ analysis show that the duck egg commodity is a livestock sub-sector commodity that is prospective and worthy of development, apart from duck eggs that can be developed further, namely beef, free-range chicken meat and broiler meat considering the LQ value > 1 where these commodities can meet the needs of its own region and can export outside the Jombang Regency area.

Table 6. Fisheries Sub Sector Production Results 2022.

No.	TYPES OF FISHERY PRODUCTS	JOMBANG PRODUCTION (Tons)	EAST JAVA PRODUCTION (Tons)	LQ
1.	Aquaculture Land Fisheries	14,703.5	1,279,959	1.00
2.	Public Aquatic Capture Fisheries	150.8	10,832	1.21
	Total	14,854.30	1,290,791.00	

Source: BPS Kab. Jombang and East Java are processed

From the table above, it can be seen that based on the LQ calculation of the 2 (two) types of fishery sub-sector commodities found in Jombang Regency, it can be seen that the fishery commodity caught in public waters has the highest LQ value, namely 1.21. The results of this LQ analysis show that fisheries commodities caught in public waters are commodities in the fisheries sub-sector that are prospective and worthy of development, apart from fisheries caught in public waters that can be further developed, namely cultivated land fisheries considering the value of $LQ=1$ where these commodities can meet the needs of the Regency's own region. Jombang.

CONCLUSION

1. The regional superior products of Jombang Regency industrial and service commodities from each sub-district in the form of beads are in Gudo District, batik in Kec. Mojoagung, furniture in kec. Mojowarno, while kitchen utensils and pandan weaving are in the district. Munungkerep.
2. The development of small businesses (MSMEs) plays a role in creating economic conditions to form competitive market mechanisms, and encouraging MSMEs to become part of industrial activities (industrial linkage) as suppliers for large industries.
3. In the period between 2018 and 2022, the economy of Jombang Regency is significantly influenced by five main business sectors, namely: Processing Industry, Construction, Agriculture, Forestry and Fisheries, Wholesale and Retail Trade, Information and Communication, and Car and Bicycle Repairs Motorcycle.
4. Develop regional superior commodities, namely rice, sugar cane, duck eggs, beef, free-range chicken meat, broiler meat and fisheries considering that from the results of the LQ analysis these superior commodities have an LQ value > 1 .

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