

**EXPLORING THE ECONOMIC POTENTIAL OF BANJARARUM VILLAGE THROUGH
ECONOMICS EDUCATION: A PHENOMENOLOGICAL ANALYSIS**

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ABSTRACT

Banjararum Village in Tuban Regency, East Java, has a variety of good economic potential, unfortunately it has not been utilized optimally and is reflected in the high percentage of poor people at 30%, which is the main problem in this research. An ideal example is Karangtino Village in Tuban Regency which has successfully produced 7,780 tons of rice in one harvest and the rapid development of local businesses. This success is partly due to optimal training of farmers and entrepreneurs. Unfortunately, these efforts have not been evenly implemented, including in the neighboring village of Banjararum, causing massive economic inequality between the two. The aim of the research itself is to identify the village's economic potential, the role and economic impact of education in society. This research uses a qualitative phenomenology. Data collecting method were using interview, observation and questionnaire techniques, given to key informants, namely five residents with different professions to represent the economic conditions of Banjararum Village. The data analysis technique used is analysis using the Miles & Hubberman framework and triangulation. From this, the results obtained are that in the agricultural sector changes are needed in the form of training to optimize agricultural products according to the capacity of residents, while from the local business side, training is needed that focuses on the craft sector and street businesses to advance the village economy which is not yet running well.

Keywords: Economics potential, Phenomenology, Village economy

ABSTRAK

Desa Banjararum di Kabupaten Tuban, Jawa Timur, memiliki berbagai potensi ekonomi yang baik, sayangnya belum dimanfaatkan secara optimal dan tercermin dari tingginya persentase penduduk miskin sebesar 30%, sehingga menjadi masalah utama dalam penelitian ini. Sebagai contoh ideal adalah Desa Karangtino di Kabupaten Tuban yang sukses menghasilkan 7.780 ton padi dalam sekali panen dan pesatnya perkembangan usaha lokal. Keberhasilan ini salah satunya disebabkan oleh pelatihan petani dan wirausahawan yang optimal. Sayangnya upaya tersebut belum merata diterapkan termasuk di desa tetangga yaitu Banjararum sehingga menyebabkan ketimpangan ekonomi yang masif antar keduanya. Adapun tujuan dari penelitian sendiri ialah untuk mengidentifikasi potensi ekonomi desa, peran, serta dampak ekonomi pendidikan dalam masyarakat. Riset ini menggunakan metode kualitatif berjenis fenomenologi menggunakan teknik wawancara, observasi dan

angket yang diberikan kepada informan kunci yaitu lima orang warga dengan profesi berbeda untuk merepresentasikan kondisi ekonomi Desa Banjararum. Teknik analisis data yang digunakan ialah analisis dengan framework Miles & Hubberman serta triangulasi. Dari hal tersebut, hasil yang didapatkan bahwa di sektor pertanian dibutuhkan perubahan berupa pelatihan optimalisasi hasil pertanian sesuai kapasitas warga, sementara dari sisi usaha lokal, diperlukan pelatihan yang berfokus pada sektor kerajinan dan usaha kaki lima untuk memajukan ekonomi desa yang belum berjalan dengan baik.

Kata kunci: Potensi ekonomi, Fenomenologi, Ekonomi desa

A. INTRODUCTION

The ability of villages to utilize the wealth of natural resources is the most important thing to realize village development (Qin et al., 2020; Turmudi & Iksan, 2023). Each village has unique and different resources (Huang et al., 2020), ranging from natural resources to traditions. The development strategy and utilization and methods of each village are also different according to socio-economic conditions and environmental conditions (Liu et al., 2021). Proper harnessing of this potential enables increased incomes of citizens (Adamowicz & Zwolińska-Ligaj, 2020), creates jobs, and encourages local innovation. The village is also a crucial place to solve several problems in agriculture (Li et al., 2019). For example, villages that have agricultural potential can promote and expand sales channels for agricultural products and processing agricultural products to strengthen the community's economy (Syahza et al., 2021; Yang et al., 2021). Furthermore, utilizing village potential in agriculture becomes village competitiveness which, if continued can change social and economic conditions so that the quality of life of villagers becomes better (Zakharov, 2022).

Banjararum Village is a village in Rengel District, Tuban Regency, East Java. The astronomical location is at -7.0625517,112.045831. Banjararum village has three hamlets namely Blimbing, Karuman and Boro. Having a village area of about 2.38 km², this village has a lot of potential from agriculture, fisheries to trade. When viewed from demographic conditions, around 56% of the population is the labor force. While the livelihood of the villagers is mostly farming and trading.

Table 1. Economic condition of the village

NO	ASPECT	INFORMATION
1.	Total population	3,899 Souls
2.	Number of workforce	56% of the population
3.	Average population income	Above IDR 2,000,000
4.	The number of prosperous people	70% of the population
5.	Number of poor people/assistance recipients	30% of the populations

Source: Results of an interview with the Banjararum Village Head in October 2023

Table 2. List of jobs of villagers

NO	JOB TYPE	PERCENTAGE
1.	Rice Farmers	3,899 Souls
2.	Food traders	56% of the population
3.	Others	Above IDR 2,000,000

Source: Results of an interview with the Banjararum Village Head in October 2023

Factors such as lack of economic knowledge, social change, and external challenges are indicated to limit economic growth (Mahmoud & Vogt, 2021). Whereas on the one hand, a large number of farmers can channel other contributions such as entrepreneurship for the development of themselves and the village (Pan, 2023). This is reflected in the percentage of poor people or beneficiaries still around 30% of the total population in 2022. Smart utilization of resources is one of the keys to improving the economy of a region (Fang & Li, 2022). More than that, there must be efforts to build sustainable villages in accordance with their current urgency for the benefit of the community and the village (del Arco et al., 2021).

This problem should be solved by utilizing the potential of the village. Considering that, this is the driving engine of the economy in many villages (Sgroi, 2022). However, from observations, it was found that Banjararum Village has a lot of hidden potential and has not been realized by its villagers, this is an indicator that better economic conditions have not been realized (Oliver et al., 2020). As many as 40.85% of Banjararum villagers are graduates of Senior High School (SLTA), which indicates that the villagers' economic knowledge is not fully maximized. To get out of this condition, the solution that can be adopted is to increase creativity and understanding of all village components about utilizing economic potential through education (Kalim et al., 2023). The component in question is not only villagers, but also the government because the synergy of the two is the right way to advance an economy (Murty & Shankar, 2020).

Economic knowledge plays a role in improving everyone's ability through thinking and competence in carrying out an action (Lyskova, 2019). This element is one of the aspects discussed in the economics of education, The economics of education not only focuses on the implementation of formal education, but also educational activities, the educational process and the use of productive resources (Cohn, 1979), This includes the way the community manages an economic potential. Economic knowledge can be obtained well through economic education, be it formal to trainings (Lin & Bates, 2022). Through this, villagers can understand the basic principles of economics, create new things according to their potential (Hamdan et al., 2020), so that they make smarter decisions about how to manage resources. Economic education also has a major influence on the economic growth of a society (Thi Vu et al., 2021).

A concrete example of the argument above is the progress of agriculture and entrepreneurship in Karangtinoto Village, Rengel District, Tuban Regency. From the agricultural food crop sector, rice is the main and superior commodity of Karangtinoto Village. Rice production which reached almost 7,780 tons in one harvest was able to make Karangtinoto Village the first place in rice production in the Rengel District area.

Unfortunately, the efforts they made cannot be replicated and implemented in surrounding areas, one of which is Banjararum Village.

In several previous studies, one of which is entitled "The Economics of Education: From a Free Social Benefit to the Commercialization of Educational Services" has explained that factors that can affect business and economic development are the management of formal and informal education (Frolova & Rogach, 2019). Another example is a study entitled "Analysis as Informal Economic Education Based on Local Potential in Seaweed Farming Communities in Pabiringa Village, Jeneponto Regency" able to explain that implementing an informal education economy can increase people's economic awareness. From this, it is found that the application of informal education economics is quite important in the village economy. This needs to be explored further, especially in Banjararum Village which has a lot of economic potential but cannot be utilized (Inanna et al., 2023).

Based on the description, the researcher wants to present a new perspective on how the education economy plays an important role in exploring the potential of villages to increase income and welfare. The formulation of the problem to be discussed in this study includes: (1) Identify the economic potential of Banjararum villagers. Researchers tried to identify various economic potentials in the village both that have been utilized and untapped. (2) Understand the role and economic impact of education on the utilization of the potential of Banjararum Village. Researchers will try to uncover how the influence of the economic implementation of education so far and understand its effectiveness.

B. RESEARCH METHOD

The research was conducted using a descriptive phenomenological method to explore the potential of Banjararum Village through in-depth educational economics. Phenomenology is a qualitative method that emphasizes understanding and interpreting the meaning of a person's or group's personal experience and trying to find an understanding of how humans construct meanings and important concepts (Yusanto, 2019). The descriptive phenomenology used in this study is the emphasis given to the subjectivity of the experience of the interviewees. The location chosen was Banjararum Village, Tuban Regency, East Java. Data gathering was conducted via comprehensive interviews and independent observation aimed at knowing the actual conditions. The data in this study comes from primary data, namely the results of direct respondents' statements and observations. While secondary data sources are sourced from literature reviews from various supporting sources. The study was conducted for approximately one month.

Researchers selected a number of villagers to get the data needed. The selection of participants is measured according to the research objective (Purposive Sampling) which is a method in which researchers use special identity determination to ensure illustrations are cited in accordance with the research objectives being that the subjects are anticipated to react to the research scenarios (Lenaini, 2021). The following are the criteria for

participants that researchers can take: (1) Indigenous people of Banjararum Village (2) Educators in Banjararum Village (3) Local business actors (4) Rice farmers (5) Village officials

The selection was based on: (1) Depth of information sources from resource persons related to education economics in Banjararum Village, (2) Relevance of information and (3) Homogeneity of villagers in terms of economy, culture and tradition.

Table 3. Participant identity

Initials	Age	Gender	Existence in the Village
L	37 years old	Woman	Indigenous people of Banjararum Village
M	54 years old	Man	Rice farmer
Ma	66 years old	Man	Local business actor
LD	38 years old	Woman	Educator /teacher in the village
MM	48 years old	Man	Village official

Source: Data processed by researches

The stages of this research start from (1) The planning stage. Researchers analyzed economic conditions in Banjararum Village, conducted a literature study and designed a research design. (2) Participant selection stage. Researchers compile appropriate resource criteria and recruit participatory candidates. (3) Data collection stage, namely by conducting interviews, observations and questionnaires related to the topic of village economic potential and educational economic involvement in it. (4) Data analysis stage, researchers process data from interview transcripts, observations and questionnaires, carry out data reduction, categorization and interpretation.

This study based its data analysis on the framework presented by Miles & Hubberman (1992: 16) with three lines of activities, namely data reduction, data presentation, and conclusions. Meanwhile, to validate the data, this study utilizes the triangulation method. Triangulation is a way of examining data to test the validity of research findings (Amaliya & Fathurohman, 2022). Researchers use triangulation techniques and methods to verify the results of source statements.

A: Bisa diceritakan ibu bagaimana latar belakang pekerjaan dan karir
 L: Terakhir pendidikan saya SMP Sederajat, pekerjaan saya kebutan pedagang sayur keliling.
 A: Sudah berapa lama tinggal di desa ibu?
 L: Sejak lahir saya tinggal di sini, di Banjararum sampai sekarang masih tinggal disini, seluruh keluarga juga tinggal di Banjararum
 A: Apa saja yang ibu ketahui tentang potensi ekonomi di desa banjararum?
 L: Menurut saya, seharusnya dikasih permodalan untuk pedagang agar membantu dalam hal modal yang kita miliki sedikit. Karena ekonomi sekarang agak menurun, pertanian sekarang agak naik, tapi pupuk dan bibitnya padi juga mahal. Untuk pedagang saya sarankan diberikan modal. Karena kita butuh itu
 A: Dari pandangan ibu, peluang menjadi pedagang di desa banjararum ini seperti apa?
 L: Kalau menurut saya, kalau hal pertanian harus dikembangkan, karena anak muda jarang yang mau untuk bertani, mayoritas berdagang karena mungkin ilmunya juga lebih tinggi. kalau orang tua, sejak kecil dia sudah bertani. Jadi kalau yang muda-muda ya lebih suka menjadi pedagang, karena sekarang juga ada media sosial

Source: Data processed by researches

Figure 1. Sample transcripts of interviews with villagers

Nomor	Sumber Informasi	Kode Tematik	Penyajian Data	Kesimpulan
1	Observasi langsung dan survei	Media Sosial & Pendidikan	40% sangat setuju pendidikan ekonomi berbentuk pelatihan dsb. meningkatkan kemampuan ekonomi warga	Media sosial menjadi sarana penting dalam mendapatkan informasi ekonomi. Pelatihan ekonomi seperti UMKM sangat berdampak pada kemampuan warga.
2	Observasi langsung	Pertanian Tradisional vs. Modern	Pengelolaan pertanian mulai memanfaatkan mesin seperti Kombi	Meski ada adopsi teknologi, pendekatan pertanian masih bersifat tradisional dan berbasis pengalaman.
3	Survei	Pengetahuan Ekonomi & Kesejahteraan	40% setuju pengetahuan ekonomi sudah cukup untuk mencapai kesejahteraan desa	Ada persepsi bahwa pengetahuan ekonomi saat ini sudah cukup, namun sebagian besar warga masih merasa perlu peningkatan.

Source: Data processed by researches

Figure 2. Data analysis example

C. RESULTS AND DISCUSSION

RESULT

The Economic Potential of Banjararum Village

Derived from the outcomes of interviews and observations, the potential of Banjararum Village is divided into 2 aspects, namely (1) physical potential and (2) non-physical potential. Physical potential can be seen from the agricultural, fisheries and aquatic sectors. The agricultural sector is the main strength of this village, with rice as the dominant crop. From the results of the questionnaire given to the village government, it was found that the rice harvest during 2022 reached 300 tons, showing quite high productivity. However, there is room for growth with the potential to increase rice yields up to 450 tons if managed more optimally.

Based on information from Mr. "MM" as the Head of Banjararum Village Welfare 2023, stated that since the last 5 years, the main support for the residents' economy is rice farming. This statement is reinforced by the geological data of the region that he provided to researchers as follows:

Table 4. Geological data of banjararum village 2023

NO	ASPECT	INFORMATION
1.	Area	2,38 km ²
2.	Altitude	25 meters above sea level
3.	Ecological structure	Carbonate rocks
4.	Soil types	Renzina, terrarosa and alluvial
5.	Land use	Farms : 1.19 km ²
		Settlement : 0.97 km ²
		Other : 0.22 km ²

Source: Data processed by researches

This potential is fully realized by the villagers, Mrs. "L" as a representative of the indigenous villagers, believes that planting rice is the routine of most residents. *"Every year residents plant rice with harvest time 2 times a year, it becomes their daily job"*, she said. On

the other hand, the rice farming sector has several problems. This was stated by one of the village farmers, Mr. "M", who had worked as a rice farmer in the village since he was young.

"In recent years, rice farming has had good results, but every time we harvest, we have to sell it to middlemen, so the price we get is very cheap at around IDR 5,000/Kg" (M/01/09/2023)

According to Mr. "M", one of the things that requires farmers to directly sell their crops to middlemen is the inability of farmers to manage rice crops that are still wet (Gabah), not even having time to dry their own grain.

"So far the potential of rice farming is good, but there is one thing that is a problem, namely the inability of farmers to process the rice produced directly, so after the rice is collected and put in sacks, the middlemen immediately come to buy". He said

In addition to rice farming, other physical potentials are waters and fisheries. From the observations, it was found that the potential of the waters was reflected in the existence of an adequate irrigation system from the Bengawan Solo River which was able to reach the farthest point of the village in the north. Meanwhile, in terms of fisheries, there is potential for fish seed cultivation, especially catfish for villagers. In Karuman Hamlet, there is a fish seed hall managed directly by the Tuban Regency fisheries office with a supply of 3,000 catfish and tilapia fry every month. This has been confirmed by Mr. "MM", Mrs. "L" and Mrs. "LD".



Source: Data processed by researches

Figure 3. Photo of fish seed hall and potential village waters

According to Mr. "MM", the potential of the fishery still cannot be optimized for the reason that villagers do not have the special ability to cultivate fish, coupled with considerable business risks. Even so, he said that the government would immediately provide follow-up in the form of socialization and training related to this.

Of the three main physical potentials above, researchers tried to explore the possibility of tourism in the village. The argument is built on the basis that rice farming areas are suitable for agricultural tourism and agro mina because it has an area of place (- + 800 km²) and beautiful scenery. Responses came from Mr. "MM", Mrs. "L" and one of the high school educators from Banjararum Village, namely Mrs. "LD" who has been a teacher for more than 5 years.

"If the tourism potential is possible, just look at the village budget, we also have a large landscape and agriculture. With good socialization and knowledge of tourism management, I think it is good if it is done" (LD/05/09/2023)

The two opinions above are slightly different from the point of view of the village government, according to Mr. "MM", currently the village is focusing on building sustainable agriculture. In addition, the budget from the village cannot be directed or allocated to tourism development.

The non-physical potential of Banjararum Village is seen in the trade sector and small micro enterprises. From the observations, the majority of business actors are food sellers and street vendors. In addition, there are also many grocery/grocery stores lined up along the main road of the village (St. Veteran), including on small streets in the three hamlets. From the results of interviews with five speakers. All of them agreed that trade, especially daily commodities such as food and basic necessities, became the second largest source of income after the agricultural sector. Interviews were conducted with Mr. "Ma" who owns a grocery store with the capacity as an agent, information was obtained that all villagers have the opportunity to open businesses with various products in this village. *"Everyone can open a business in the village, the most important thing is intention and perseverance and always learn from anyone" (Ma/05/09/2023).*

Non-physical potential that still has a positive opportunity to be developed according to Mr. "MM" is the creative industry.

"Actually, there are many bamboo trees here that can be made into crafts. Unfortunately, residents still use it as daily tools such as chairs and tables for at home. There should be cooperation with each other, that's what the village government has so far started to pay attention to." He said.

According to Mrs. "LD", this is not a mere hope, in fact there has been such a development direction from villagers, especially from among PKK mothers who are trying to make crafts. If analyzed in depth, the potential of the creative industry can be an option for village economic strength apart from agriculture, considering that the young generation of this village shows interest in the world of entrepreneurship and trade driven by easy access to social media. According to her, the younger generation in the village is more interested in selling online than entering the world of agriculture. This is in line with what Mr. "M" said that the youngest farmer in the village is currently around 40 years old, which indicates the low interest of young people to become farmers.

In general, people already know the various potentials in their villages, but they are still confused in managing them well. Residents' income can certainly increase if residents can rely on all potential sectors in the village.

The Role and Economic Impact of Education

In the context of economics of education in rice agriculture, the majority of rural communities rely on personal experience and knowledge in carrying out their economic activities. When viewed from Mr "M" how farmers manage agriculture, most of them only rely on their own experience and flight hours while being farmers, there is no new

knowledge on how to manage rice farming to be more effective and efficient, especially in facing the challenges of uncertain seasonal changes. This was confirmed by Mr. "MM". *"So far, farmers have relied on their experience and flight hours to manage farms. Agriculture is still traditional, maybe only at harvest time has it started using machinery"*. He added that so far there has been training to maintain rice quality, but the interest and motivation of farmers is still minimal, so the training was only attended by a few people. Meanwhile, according to Mr. "M", he and several farmers want rice farming training that focuses on increasing crop yields.

In this field of agriculture, the economic implementation of community education is reflected in the training provided to farmers. Training is needed more on agricultural techniques in the context of maintaining erratic yields. Some examples of the techniques in question are the use of seeds and fertilizers appropriately. Based on the results of the interview with Mr. "M", he only chose the type of seed based on the harvest in the previous year, if the seeds produce more, then the seeds will be used this season. Furthermore, a similar statement was also expressed Mr. "MM", *"Usually the decision to choose rice seeds is based on the assumptions of each farmer, some consider this type good and others bad, just assumptions"*.

In relation to the economics of education in rice agriculture, the external role of the government and society to help farmers utilize their agriculture has not been too significant. The government as a facilitator and the community have an important role to solve problems to achieve common goals (Parawangi, 2016). Mr. "M" hopes for help both physically and knowledgeably to manage the farm. In terms of knowledge, it is important to conduct counseling/training in accordance with farmers' requests. A similar statement was also expressed by Mrs. "L", because the experience of farmers can affect the success rate of farming (Riyadi, 2019). This is one of the focuses of the education economy in the form of how education through training is formed to be effective.

In the context of the economics of education in the field of local business, according to information from Mr. "Ma", residents who set up businesses such as stalls, shops and street vendors in the village get entrepreneurial information/knowledge from personal experience and friendship. Mr. "Ma" claims that there is no link between knowledge of managing a business and learning economics in formal school.

"For me, entrepreneurship or making a business is based on our experience and friendship, if from school like high school or even college, it's just theory, which is important motivation," said Mr. "Ma".

In response to this, Mrs. "LD" considered that indeed not all economic education obtained at school was used, but it could still be the basis for a person to decide a choice and action. She gave an example like many young people who are now fond of online business, in formal schools they are not taught to use marketplaces such as Shopee or Lazada, but when they are taught how to manage business risk and manage costs. These two factors are indeed important. Regarding the above phenomenon, Mr. "MM" gave his views as follows:

"If there are now many young people who play social media, they can actually also learn business there, so they can explore online business by themselves. Their motivation is great in opening a business, but by studying at school, they will be more structured in their way of thinking in developing a business."

This indicates that in running a business, the role of the school is not the main point in achieving success. In today's era, business development information can be accessed from any location and at any time. This situation is a great opportunity for rural youth to be able to develop their economic potential. In the context of the economics of education also discusses implementation in the field of local business, This includes enhancing the caliber of Human Resources (HR) and the formation of local expertise in managing businesses. Local businesses can increase productivity and innovation by increasing the ability of the actors, for example by training skills to increase production efficiency and output. Based on Mr. "MM", in terms of operations, local business actors are still traditional, for example in bookkeeping or financial records. In addition, the lack of inspiration to develop product attractiveness is also an obstacle

In light of the findings from interviews and questionnaires. The majority of respondents considered that personal experiences and information from other villagers were still the main source of their economic knowledge, In the economic aspect of education, resources to realize education in terms of local businesses in the village did not experience many obstacles, this is because the context of entrepreneurship does not really need the role of formal education. In other words, formal education only acts as a support. The crucial thing according to respondents in building a local business is motivation from within. Entrepreneurial motivation has a crucial role in the sustainability of entrepreneurial activities and can result in a beneficial influence on the surrounding environment.

Experience and Expectations

Over the past five years, citizens and governments have been working to improve their economies.

"In the past five years, we have held several trainings for both farmers and MSMEs, in the hope that it can motivate residents to develop. The current budget focus is also on the agricultural sector", (MM/20/09/2023)

Most respondents shared their complaints about their economic activities. From Mr. "M" point of view, he needs a type of training such as maximizing crop yields and processing agricultural waste. On the other hand, according to Mrs. "L", capital injection in developing a business is the main one in addition to regular training on product development.

Meanwhile, a different context was given by Mr. "Ma", he argued that villagers should be able to be independent in running their business. Mr. "Ma" also highlighted the development of today's digital world. Many young villagers do business online and have a high interest in doing business, including his own daughter who helps promote and sell products from his store.

The residents have high hopes for the young people of the village. With the current development of technology, they should be able to advance the economy in the village. "

hope that young people can build villages, especially some of the high school graduates in this village have continued their education to college, I hope they can come back and build villages." He said.

DISCUSSION

From the results obtained, it is reflected that the utilization of various village potentials mentioned can still be optimized to generate economic benefits for residents. What needs to be improved is the awareness and ability of citizens to manage resources more creatively. The implementation of an integrated training according to the wishes of villagers is a crucial step in building a new economic foundation (Xiaoning Yang & Yihan Li, 2020). Thus, it is expected that there will be an increase in the management of village potential that is more effective and provides greater benefits for all village communities.

On the other hand, the role of young people who are familiar with technology is expected by villagers to explore various potential resources that are still hidden. In addition, the opening of options to develop the economy in the entrepreneurship and trade sectors can be a reference for rural youth in creating new types of businesses such as processed products and services with new strategies in order to win competition in the current marketplace era. If village youth can be active and get entrepreneurial support both traditionally and digitally from the village government, they can share their knowledge with others so that traders and entrepreneurs in the village can progress collectively (Wulan Tri Gartanti et al., 2020).

Various efforts in developing the village economy through economic education in the form of training should also be carefully prepared (Umanailo, 2020). The preparation in question includes a direct survey of economic problems that occur in the village, potentials that can be utilized and confirmation of the willingness of villagers to hold the training. This needs to be done so that the training activities held can be carried out effectively and efficiently.

In addition, there has not been a significant opinion from all speakers regarding cooperation with private companies or institutions to advance the education economy in this village, Cooperation with private companies can help a lot, especially in the aspect of new types of entrepreneurial investment mentioned by the speakers (Miyamoto et al., 2022). The development of natural resource potential, especially fisheries and tourism, is considered to require external contributions.

D. CONCLUSION

By referring to the explanation above, the conclusion that can be obtained is that the economic potential of Banjararum Village is divided into physical and non-physical potential, physical potential consists of rice agricultural products that can reach 450 tons per harvest, tilapia and catfish farming potential and agricultural tourism potential. The non-physical potential consists of the trade sector and small micro enterprises. The economics role of education in the form of agricultural training and local business in the craft sector and street businesses is as a source of motivation and additional knowledge for

the community to maximize resources, with effective training, it will have an impact on optimizing the management of physical and non-physical potential of Banjararum Village so that it can help the economy of residents to be better.

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