

Article

Analysis of Challenges and Opportunities in Strengthening Village Development Innovation for Village Community Welfare

Kharisma Anisa Fitri*

Sunan Kalijaga State Islamic University, Yogyakarta, Indonesia
kharismaans107@gmail.com

Abstract: Self-reliance of a community group in the contemporary context is often associated with village development. The collective attitude of the community towards social change plays an important role in achieving self-reliance. Intervention programs created by the government can help change community behavior towards self-reliance. These programs require active participation from the community. Qualitative research shows that the government is implementing and improving strategies to provide good services to rural communities in Indonesia. The focus of development is always on village communities, as they have the potential to positively impact every village in Indonesia. As the community is the best partner in the development process, the government works together with them, especially the village community, to achieve common goals.

Keywords: *Village Development, SDGs*

Citation: Fitri, Kharisma Anisa. (2024). Analysis of Challenges and Opportunities in Strengthening Village Development Innovation for Village Community Welfare. *Journal of Islamic Economics and Business Studies (JIEBS)*, 2(1), 6-17.

Received: 10th March 2024
Revised: 31st March 2024
Accepted: 10th April 2024
Published: 1st June 2024



Copyright: © 2023 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

The independence of a community group in the contemporary context is often associated with village development. Chapter IV, Article 18 of Law No. 6/2014 states that "The authority in the field of organizing village governance, implementing village development, fostering village communities, and empowering village communities is based on community initiatives, rights of origin, and village customs." Village development must be tailored to local potential and resources. Since each village has different diversity in terms of economic, social, cultural, and geographical aspects, the development of superior potential can differ from one village to another. Community self-reliance is a collective attitude that enables them to carry out social change. Intervention programs created by the government require active participation from the community. In addition, initiatives can also come from local efforts and innovations. By creating entrepreneurial opportunities that match the interests of youth and taking into account the potential of the region, young people in villages can maximize their potential.

There is no sustainable village development without its youth. One part of the community that has the opportunity to develop and grow the village is the youth. Village youth are known as young entrepreneurs when they can use economic opportunities in an innovative and creative way. The concept of entrepreneurship is constantly evolving, encompassing elements such as creativity, mentality and innovation. The paradigm is also changing to adjust to the progress of change and adapt to the environment.

In accordance with the development vision 2025, increasing village added value can be achieved through the development of entrepreneurship in villages. This vision is realized in three ways: 1. increasing added value and expanding the value chain of the production process as well as the distribution of potential asset management and access to natural resources (SDA), geographical areas, and human resources (HR) through the creation of integrated and synergistic economic activities within and between economic growth centers. 2. To improve the competitiveness and resilience of the national economy, encourage increased production and marketing effectiveness and domestic market integration. 3. promote the improvement of the national innovation system in the fields of production, procedures, and marketing to increase competitiveness at the global level.

So, this study is here to complete the conversation about the Analysis of Challenges and Opportunities in Strengthening Village Development Innovation for the Welfare of Village Communities, with the hope that it can have a positive impact on both the people and the country of Indonesia.

a. Innovation

Innovation is a new idea that has the potential to provide benefits and attract users. People who create something new are known as innovators or people who have an innovative attitude. In today's technological era, businesses are faced with the demand to continue to innovate and develop new products that can attract consumer interest and maintain their business continuity. If a business fails to innovate, customers tend to switch to other businesses that are more attractive. Products that do not have updates tend to be unable to maintain the interest of modern society which tends to get bored quickly. In today's competitive business world, competition is fierce where businesses compete on price, quality, and other aspects that are important to produce quality products. Although innovation does not always result in something completely new, products that are considered innovative provide unique added value to the maker and user. Innovators must be willing to take risks and have perseverance in facing challenges to produce something new.

In developing innovation, business people should focus their attention on three things. First, they need to generate new ideas after considering ongoing phenomena. Second, the products and services offered should be the result of these new ideas, which are then realized in the form of more concrete concepts. Third, businesses must be committed to continuous improvement in order to create useful innovations. New innovations can be defined as innovations that have unique characteristics, where the ideas are the product of fresh thinking, and are implemented as part of a planned innovation program to achieve certain goals.

b. Village Development

For a long time, various development methods have been applied, including economic growth, fulfillment of basic needs, and community empowerment. However, along the way, communities have often been treated as subjects and objects of development simultaneously. Historical experience shows that the dominant development methods tend to prioritize physical development, such as infrastructure, without giving sufficient attention to the development of community character and capacity. Therefore, a people-oriented development approach is needed, in which communities have a more active role in determining the direction and process of development in accordance with their needs and aspirations. This approach emphasizes on empowering communities in formulating and implementing development policies, as well as ensuring their participation in decision-making that affects their lives.

The concept of human-centered development considers that people's creativity and initiative are the main resources in development. Successful development is one that is able to improve the material and spiritual well-being of the community in a balanced manner. With this vision, development is defined as a people's movement, where the community becomes the main motor in the transformation process and not just the recipient of policies set by the government. It is important to recognize that the role of the government in the context of development has changed, where the government is expected to be more of a facilitator and coach, rather than being the sole controller. In this context, development should be the result of collaboration between the government, civil society, the private sector, and various other stakeholders, who together work towards sustainable and inclusive development goals.

Development should be seen as a learning process that enables society to adapt to change and steer it towards sustainable development. The main goal of development is to improve the existing sectors in each region or area in Indonesia. In other words, development is a means to produce innovations that are beneficial to the progress of the

Indonesian state. Innovation at the village level has an important role in improving the welfare of the community and elevating the quality of human resources (HR) and regional potential. Thus, the country can expand its potential through continuous development at the local level. Village innovation is key to advancing the quality of life of the community in a comprehensive and sustainable manner.

Village development includes various programs and projects that aim to improve the overall progress of the village. These programs not only aim to improve physical infrastructure but also to improve the capabilities of the community as a whole. Thus, development has a broader meaning than just the creation of physical progress. The main objective of village development is to improve the standard of living of villagers, encourage their active participation in the development process, and provide them with opportunities to develop independently. Village development also refers to community empowerment, where communities are encouraged to identify their needs and problems and to develop effective and efficient plans to meet those needs and address those problems.

Village development encourages the active participation of communities and empowers them. Participation does not only include involvement in development projects planned and implemented by outsiders, or supporting development programs within the village. Participation encompasses much more than that. In the context of village development, the most important participation is the effort and initiative of local people to use their resources and knowledge. Therefore, there is no reason to ignore local potential, regardless of how small it is, as it will contribute to development.

Village development is a major focus in many communities, especially in the economic sphere. Although many villages are trying to improve their development to move forward, some barriers hinder their progress. Farmers, village communities, and local governments can benefit greatly from agritourism-based local potential development. However, as this development depends on natural resources (Ulfah et al., 2017), including weather conditions, village development in agritourism is often hampered by weather uncertainties and other obstacles.

c. SDGs

Although Indonesia has implemented various strategies to address poverty, the poverty rate is still high, and the poor can be found anywhere in the country. As a member of the United Nations, Indonesia is committed to achieving the Sustainable Development Goals (SDGs) that aim to end poverty globally. These programs are a continuation of the previously existing Millennium Development Goals (MDGs), which also aim to address poverty.

The SDGs are action plans that aim to achieve sustainable development in three dimensions: economic, social, and environmental, worldwide. They are an integrated and overarching set of goals that are global in nature, applicable in all countries, and take into account different national realities in terms of their capacities and progress. The SDGs aim to improve people's overall well-being and quality of life.

The SDGs and the poverty alleviation efforts associated with them are considered better than the Millennium Development Goals (MDGs) for several reasons (Ishatono & Raharjo, 2016): First, the SDGs involve broader cooperation around the world, involving middle- and low-income countries in more inclusive international negotiations. Second, the role of the private sector is recognized as greater in the SDGs, offering the potential for broader collaboration for sustainable development. Third, the SDGs take human rights standards more seriously than the MDGs, placing social justice as a priority alongside poverty eradication. Fourth, the SDGs explicitly emphasize the inclusion and participation of all people, including those with disabilities or in emergency situations, and affirm the principle of anti-discrimination. Fifth, the UN is considered the main motor to encourage countries around the world to achieve the SDGs, providing a strong foundation for international cooperation. Sixth, the use of more transparent and measurable indicators in the SDGs provides opportunities for civil society participation in monitoring and evaluating progress. Finally, the global climate change agreement resulting from the 21st Congress of Parties (COP21) in Paris provides an important framework for the transition to more sustainable and climate resilient economies and societies.

The Sustainable Development Goals (SDGs) consist of 17 goals and 169 targets that take effect from 2016 to 2030. The SDGs cover development issues as a whole and aim to fully address each of the current goals and targets. This makes it universal, contributing equally to all countries, whether developed, developing, or least developed. Indonesia, as a country that has agreed to the SDGs, is strongly committed to their implementation and success, and no one should be left behind in the effort to achieve its goals and targets. To address this issue, several strategic actions were taken in 2016. Among them are comparing the goals and targets of the Sustainable Development Goals

(SDGs) with national development priorities; ensuring that SDGs data and indicators are available for each goal and target; developing presidential regulation No. 59/2017 on the Implementation of Achieving the Sustainable Development Goals; and developing action plans for regional and national implementation.

The 2015-2019 National Medium-Term Development Plan (RPJMN) includes most of the SDGs goals and targets. A total of 57% of the 169 SDG targets, or 96 of them, correspond to national development priorities. Access to clean water and sanitation, sustainable cities and communities, responsible consumption and production, addressing climate change, safeguarding marine and terrestrial ecosystems are among the SDG pillars; the RPJMN covers these environmental pillars, such as water security, housing and settlement development, climate change management, and disaster management.

Indonesia has incorporated climate change mitigation measures into its national policies, strategies and planning, in line with SDG goal 13, which calls for urgent action to address climate change and its impacts. This is communicated in the form of a biennial update report (BUR) document, which updates the national GHG inventory data. The purpose of this document is to communicate policies and approaches for climate change adaptation and mitigation, as well as the achievements of addressing climate change at the international level. Greenhouse gas emission reduction reporting documents are also prepared as a form of concrete action supported by action plans at the central and regional levels to support the reduction of greenhouse gas emissions in the fields of energy, waste, agriculture, peatlands, and transportation

The introduction should briefly place the study in a broad context and highlight why it is important. It should define the purpose of the work and its significance. The current state of the research field should be carefully reviewed and key publications cited. Please highlight controversial and diverging hypotheses when necessary. Finally, briefly mention the main aim of the work and highlight the principal conclusions. As far as possible, please keep the introduction comprehensible to scientists outside your particular field of research. References should be numbered in order of appearance and indicated by a numeral or numerals in square brackets—e.g., [1] or [2,3], or [4–6]. See the end of the document for further details on references.

2. Results

This research shows that the Indonesian government has undertaken and improved strategies to provide high-quality services to rural communities in Indonesia. In every development that is carried out, the village community must be the main focus so that the development can have a positive impact on every village in Indonesia. As the community is the best partner in development today, the government often works closely with them, especially village communities, during the development process. A previous study (Nursetiawan, 2018) found that village development strategies can be achieved by optimizing Natural Resources (SDA) and Human Resources (HR). The abundance of natural resources without the support of qualified human resources will cause inequality in the process of achieving progress in improving welfare.

Village development can be improved with government support, which is a positive thing for the community as great support from the government can result in quality village development. However, if the community's participation in development is insignificant, such participation will only be in vain because it is the same as wasting all the potential of Natural Resources (SDA). Therefore, community participation is expected to help village development achieve development goals and make the utilization of natural resources more beneficial for rural communities in Indonesia. Indonesia has 300,000 megawatts of renewable energy potential, yet only 3% is being utilized. This potential is very close to every village in Indonesia, so each village has the ability to create innovations in energy use. This finding is in line with previous research conducted by Soleh (2017). Village potential is based on the power, strength, capability, and ability possessed by a village. These villages have the potential to develop themselves and improve the welfare of their communities.

The correlation between bureaucracy and participation can be considered strong as both aim to overcome obstacles in village development, just as the correlation between bureaucracy and regulation aims to overcome challenges that arise in the process. On the other hand, the correlation between culture and participation is very weak as participation is often not closely tied to culture. Village development often aims to change old habits into new ones more easily and practically, so long-entrenched cultures tend to fade over time. It is a challenge for the government to not only prevent people from forgetting their culture, but also ensure that they can experience the new customs.

With efforts made by various parties to improve village innovation development, village development has become more equitable, and every village in Indonesia has improved in every aspect of rural life. By updating programs and setting new guidelines, the government is expected to encourage communities to be more innovative for the betterment of the village. Villages are the closest environment to the community, so village development allows significant development for communities in Indonesia.

Village development always faces challenges from various sources, which can hinder or even derail the process. Lack of community empowerment, and in many cases even resistance to development, results in development failure or development not reaching its goals. Some of the factors that can cause this to happen are as follows: (1) Development only benefits a small number of people and does not provide equitable benefits to many communities, and even appears to be detrimental. (2) Development is intended to benefit many people, but people do not understand it. (3) Development is intended to benefit many people and people understand it, but it is carried out in a way that is incompatible with their understanding. (4) Development is thought to benefit people, but people are excluded from the process. Previous failures provide a basis for continuing to improve village development, so that development will continue to evolve and not repeat the same mistakes. However, there are some programs that continue to make the same mistakes, causing the program to be neglected.

To ensure that village development runs smoothly, cooperation between the government and the community is required, given the different interests and desires that may arise. Despite obstacles that may take a long time to overcome, village development in Indonesia continues until completion, with all parties working together to overcome the problems. Village development is considered a step to improve every region or area in Indonesia, as village innovations can provide benefits to the community and the village itself. To create innovations and infrastructure that benefit all parties involved, village development must be carried out with good cooperation by all actors involved. It is hoped that village development can run smoothly for the mutual benefit of the government and the community.

3. Discussion

A. Strategies for Improving Infrastructure Development and Village Innovation.

According to Clausewitz's theory, a strategy is a plan designed to achieve long-term goals. This plan consists of the essential activities needed to achieve the goal. In the context of village development, strategies can focus on improving infrastructure and innovation in villages. Some approaches that can be used to improve the quality of villages in Indonesia include:

- 1) Infrastructure Improvement
 - 1) Improve roads that connect villages so that community activities become smoother.
 - 2) Improve accessibility to health, education and market facilities.
- 2) Environmental Management
 - 1) Create a clean and comfortable environment for villagers.
 - 2) Reduce negative impacts on the environment, such as pollution and natural destruction.
- 3) Village Community Empowerment
 - 1) Involve the community in decision-making processes related to village development.
 - 2) Encourage active participation of villagers in development programs.
- 4) Innovation and Creativity
 - 1) Encourage innovation in agriculture, small industries and local crafts.
 - 2) Facilitate training and mentoring for micro and small enterprise development.

Each village has unique characteristics and challenges. Therefore, village development strategies should be tailored to local conditions and the needs of local communities. There are many approaches that can be used to improve the quality of each village in Indonesia, as village communities are a group of people who have a major influence on the country.

The government continues to implement and improve its strategies in order to provide maximum services to rural communities in Indonesia. In every development undertaken, village communities must be prioritized so that the development can have a positive impact on every village in Indonesia. As the community is the best partner for development today, the government often works together with the community, especially the village community, during the development process. By using strategies to develop village infrastructure and innovation, people in villages

have the opportunity to improve their capabilities and increase human resources at the village level, so that they can produce individuals who are able to develop and manage their villages. Village development gives each village the opportunity to learn about its potential and what needs to be developed. If there is an opportunity to improve existing villages, it will provide a significant impact for the country in realizing the country's prosperity because basically, a smoothly running village development strategy will provide an opportunity for the community to improve their quality of life and their environment.

B. Development Potential

Development potential is defined as a measure of the quality and outcomes that will result from village infrastructure innovation and development. This is because potential can serve as a factor to generate progress that benefits the community. To make every region in Indonesia high quality and have the ability to improve its economy, development is essential. The potential that supports or encourages development today makes it easier for the government and the community to carry out every development. With government assistance in village development, villages can develop in several fields. There are many potentials that can help villagers advance their village to make the village develop in several fields.

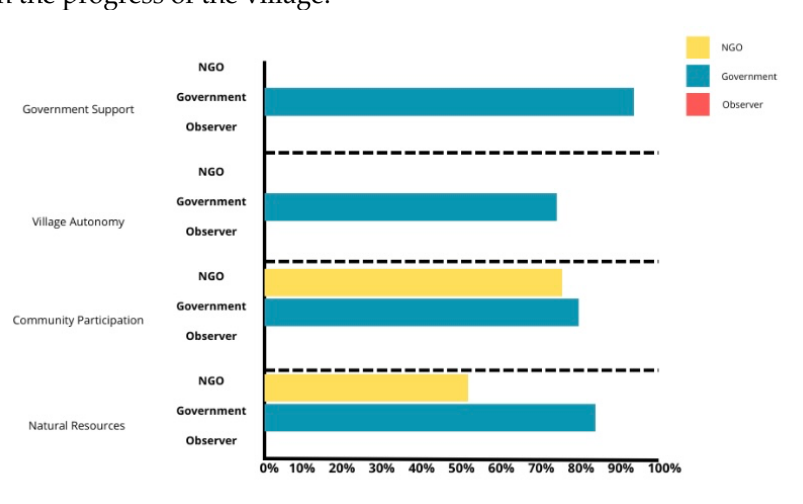
Development potential provides an opportunity for each region to develop existing sectors to be more directed and guaranteed, with existing potential that can be used properly but still with use in accordance with applicable regulations. The existing potential is a development benefit because it can reduce the burden on the economy and others, especially on the poor. Thus, existing potentials can be utilized for development.



Village development can be supported with government support, and it is a good thing for the community because great government support results in quality village development. In the end, when community participation is insignificant in development, it only leads to waste because it is the same as wasting all the potential natural resources. Therefore, community participation is expected to help village development to achieve development goals and use natural resources for development that is more beneficial for rural communities in Indonesia. In addition there are 300,000 megawatts of renewable energy potential, but only 3% is utilized. This potential is very close to villages in Indonesia, so each village can create the potential for energy innovation. In village development, regional autonomy is very important because without it, development will seem useless. Development should be based on village regulations, which basically recognize the needs of each village. However, village autonomy is still not a strong guideline for creating village innovations. Although the government provides steady support to encourage development in Indonesian villages, the utilization of natural resources (SDA) and regional autonomy has not yet become a solid foundation for increased village development. Lack of understanding of village development regulations often hinders development performance with violations of existing regulations. This has led to conflicts between the government and the community, especially regarding the management of natural resources for development, often becoming a major problem in every village development in Indonesia. Village regulations in legislation, from the type and hierarchy, affect the back and forth of the village that refers to the government above (Roza, 2017). Therefore, regional autonomy

plays an important role in village development because it can determine how much impact village development has on the central government. In addition, in the development of village innovation, community cooperation is required. Thus, the participation of the village community is very important in carrying out the village development process because basically the village community is the one who knows the village itself.

In the context of development, community participation provides a number of important benefits. Pariatra Westra, as described in Astuti (2008), mentions several key benefits of participation. First, participation enables decisions to be made that are in line with the needs and aspirations of the community. Second, participation can be used as a means to develop creative thinking skills for the participants. Third, participation can also be a tool to control and strengthen the values of human dignity, as well as motivate and foster common interests. Fourth, participation encourages an increased sense of individual responsibility for the development of the village. Finally, participation promotes progress and enables communities to adapt to changes more effectively. With community participation, awareness of the importance of development and the ability to keep up with dynamic developments increases. This in turn can have a positive impact on the progress of the village.



The government, observers, and non-governmental institutions or community organizations (NGOs) have a very important role in infrastructure development and innovation in villages. These three actors are at the forefront of and greatly influence the progress of village development. The government has the primary responsibility to provide opportunities for each village to improve their quality of life. In supporting village development, the government provides autonomy to each village to take development steps as deemed necessary. In addition, the government also supports community participation in village development, recognizing and rewarding the results of local people's active participation.

The village government also has a very important role as a dynamizer, catalyst, and pioneer in every development effort, with the aim of obtaining full support from the community (Mondong, 2013). As a dynamizer, the village head must have the ability to provide guidance, direction, and invite the community to actively participate in every stage of development. As a catalyst, the role of village government officials is vital in identifying and coordinating factors that can directly encourage development progress. As a pioneer, the village government, as a representative of the government with high authority, must be able to provide emotional and moral support to the community, set a good example, show high dedication (loyalty), and present themselves well to the community. This is important so that the village government can be respected, appreciated, and recognized by the community.

The government is one of the important actors in the village development process because it has the power and authority that can be used to encourage community participation in village development. Through cooperation with the community, the potential to improve village development becomes greater so that both the government and the community can benefit.

Observers are ineffective in carrying out their duties during the infrastructure development and innovation stages of the village, in contrast to NGOs who actively support all community efforts and work. NGOs also assist the community in natural resource management to support development, such as preserving the forest in the village and building a place to enjoy the view of the forest without destroying it. In addition, NGOs also play a role in promoting and supporting the preservation of nature and forests. NGOs have three important roles in a country's development

process: (1) Supporting and empowering people at the grassroots level, which is crucial in overcoming poverty; (2) Increasing political power through networking, both within the country and with international organizations; (3) Participating in setting development goals and agendas. Despite this, not many NGOs have specifically assisted village development to improve its quality. This is due to the lack of focus of most NGOs on village development, which is the foundation of the country's development. Engaged parties are of the opinion that existing roles in village development have not been well executed due to a lack of understanding or observation of developments at the higher village level.

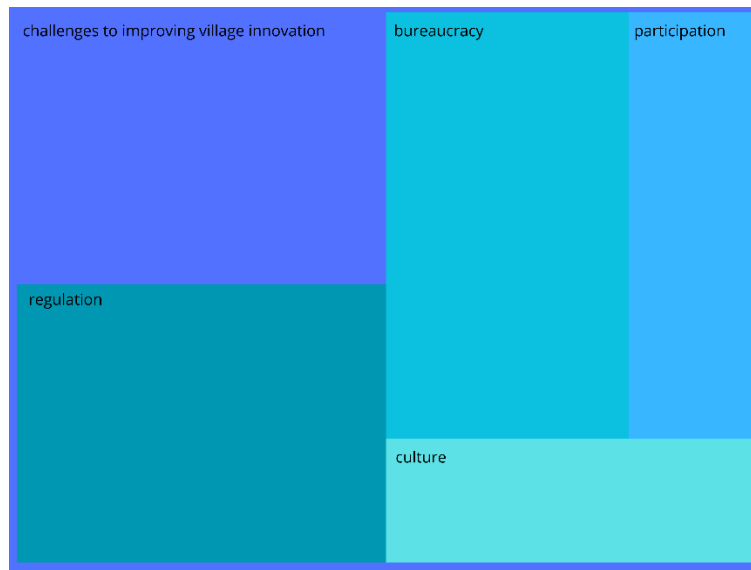
The correlation between government support and community participation has a significant level of strength. This is due to the cooperation in any development project that makes the activities more visible, as well as effective tasks from the government and monitoring and assistance from the community towards development activities. To ensure that community participation reflects their desire for beneficial development, village autonomy needs to be tailored to the unique needs of each village. Local or village governments seek to set regulations and meet their needs according to local aspirations. Natural resources play an important role in development, and their efficient management is desirable. However, due to challenges in natural resource use, the correlation between natural resource management and village autonomy is still not strong.

Natural resources are potential that can be utilized to improve the welfare of people in the village. However, the utilization of natural resources must be within the framework of applicable regulations. Village potential can be grouped into two main categories. The first is physical potential, such as land, water, climate, livestock, and human resources. The second is non-physical potential, which includes social aspects of the community, educational institutions, village social organizations, and village officials and stakeholders (Soleh, 2017). With these potentials, village development can be implemented effectively, accelerating development programs in all villages in Indonesia.

C. Development Challenges

Challenges in the development of village infrastructure and innovation are a certainty, as various factors can become obstacles for village development. However, basically, these challenges can be an opportunity to improve the quality of village development, because the government can evaluate existing innovations to realize better development for the village community. Some of the challenges that often arise in village development include people who disagree with development projects, dilemmas in natural resource management, and so on. Also, in 2019, village development experienced a drastic decline due to the COVID-19 pandemic. The budget that should have been allocated for village development was forced to be diverted for COVID-19 handling to reduce the virus transmission rate.

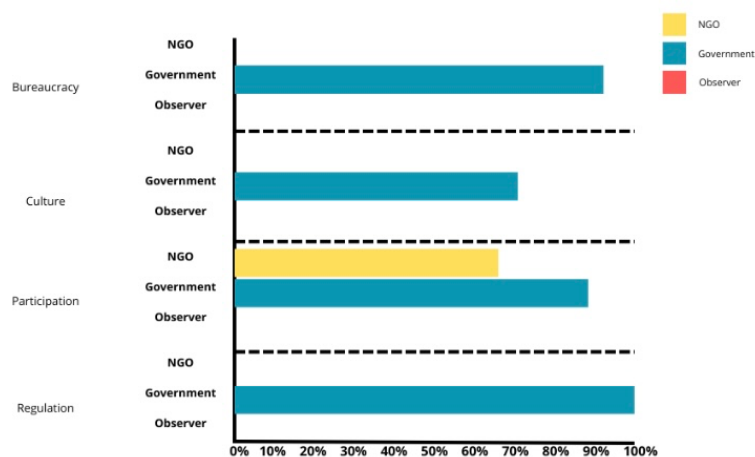
The next challenge in the village innovation program is the focus of village governments on infrastructure development. Moreover, it is thought that infrastructure development will create jobs, so the need for such development is still very large. However, according to Henriyani (2019), both physical and non-physical development must be balanced to create a sustainable future. It cannot be ignored that the challenges in village development are closely related to the needs that must be met by the government and the community, so the problems that arise are always closely related between the two. These challenges, however, can be used as examples for village development to be more aware of problems that may arise in the future. In addition, challenges can also serve as lessons for stakeholders involved in village development to reduce the likelihood of obstacles faced today.



Regulations, although intended to facilitate increased innovation in villages, sometimes become obstacles because they are not aligned with the needs and desires of the community. Village development must still comply with existing regulations, but sometimes the regulations themselves can be an obstacle. To prevent abuse of authority by village development actors, regulations are necessary. However, ironically, regulations are often the main obstacle to village progress. The needs of villagers are often hampered by regulations made by the government, creating various obstacles and problems. Thus, regulations, which should be a tool for progress, often become a source of problems for villagers.

The bureaucracy tries to avoid obstacles in village development because it is difficult for them to overcome them, especially if they come from the villagers themselves. However, the bureaucracy is still often a source of obstacles, especially when interacting with the community. The difference in interests between the bureaucracy and the community is a challenge in the development of village innovation. Therefore, the interaction between the bureaucracy and the community can lead to failure or unsuccessful village development.

Participation is often a trigger for conflict, requiring high vigilance in village development. However, culturally, these challenges are not significantly disruptive, so village development is not always hampered. One of the main barriers to participation is that some people disagree with village development for no apparent reason. Community participation in village development sometimes hampers the innovation development process because it requires cooperation and active participation of the community in running the village innovation program so that it has a positive impact on the village and the community as a whole.



The actor that plays the most role in these development challenges is the government. Any challenges originating from the government can usually be resolved because the government is responsible for overcoming obstacles to support the continuous development of the village. The bureaucracy also faces challenges in carrying out the development process by addressing constraints that arise to ensure village development runs smoothly. In terms of regulations, the government tries to adjust responses to constraints with existing provisions. However, the government also makes regulations that support smooth village development and tries to understand and follow the culture of each village to avoid obstacles. Although the government has an important role in tackling or preventing problems, it often becomes an obstacle to development. This can cause the development of village innovations to stall. Therefore, the expectation is always that the government can perform its duties well and honestly, especially since the government is the policy maker in community services. However, if the government becomes an obstacle, this can reduce people's trust in the government.

The lack of clarity regarding authority at the district government level has caused various problems in the making and implementation of village government policies related to village development efforts regulated by Law No. 6/2014. The government needs to work on fixing this problem as policies and regulations originate from the government itself, but this lack of clarity often leaves the government entangled. While the issues arise in similar and frequent ways, the challenges that the government faces can sometimes seem atypical, but are actually commonplace. With the participation of NGOs, the government tries to work together to overcome the constraints that exist during village development. However, this participation also triggers possible conflicts or obstacles, which is a challenge for the government to prevent during the village development process. Although NGOs play a role in fixing problems or reducing the risk of obstacles occurring, their role is still less significant in village development, especially in dealing with problems that arise in the village innovation development program.

Governments, NGOs or NGOs have advantages in development activities. This advantage is usually based on collaboration from a functional perspective, assuming that both have complementary functional strengths. However, this method does not always work as expected (Arianto, 2017). Due to different interests among different interest groups, problems arising in village development may occur not only among communities, but also between actors such as NGOs and the government. Disputes between the government and non-governmental organizations are often related to power, which is desired by both parties. As a result, cooperation between the two is often problematic, and can even hinder or stop village development altogether. Any observer of development is aware of the difficulties that arise among development actors, and each individual involved must act with caution and mutual understanding to achieve village development that benefits all parties. It is expected that the actors involved in development have rights and obligations in accordance with the needs of development. However, constraints that arise from themselves often become obstacles; basically, they are actors who should release or prevent obstacles that hinder the development of village innovation, but sometimes they become obstacles themselves, so that the development carried out seems half-hearted.

The correlation between bureaucracy and participation can be considered strong as both serve to prevent challenges that arise in the process of village development, similar to the correlation between bureaucracy and regulation that aims to suppress challenges that arise during village development. The conflict that often arises between bureaucracy and participation is basically expected to prevent possible obstacles that arise from both parties. However, in the context of village development needs, bureaucracy and community participation often fight for their own interests, which sometimes causes conflict between them.

The correlation between culture and participation is very weak because participation is often not closely tied to culture. Often, the goal of development is to make old habits into new ones in an easier and more practical way. As a result, long-entrenched cultures tend to fade over time. The government must ensure that people maintain the new culture and habits. This cultural change also makes it difficult for people who still adhere to the old system to adopt the new perspective. However, because culture becomes the identity and habits of each participant, and because culture becomes their environment, the relationship between culture and participants cannot be separated.

The relationship between regulations and participants is strong because participation in village development must understand existing regulations to prevent challenges from arising. If this relationship fails because both parties have different directions, this relationship will backfire. However, when this relationship goes well, the relationship between regulation and participants will flourish.

4. Materials and Methods

This research uses a qualitative nature because qualitative research requires data collection and analysis. In this research, the data collection method is documents; the interactive model is used to analyze data in three stages: data collection, data reduction, data presentation, and drawing relevant conclusions. Data collection was conducted by analyzing journals that discuss the topic of Analyzing Challenges and Opportunities in Strengthening Village Development Innovation for Village Community Welfare. Data analysis was carried out using NVivo 12 plus, which is qualitative data analysis software used to classify and visualize text data, such as documents and website data. The data analysis stage begins with collecting documents from the website, which can then be managed with NVivo 12 plus. These documents are then classified according to the direction that corresponds to the research Analysis of Challenges and Opportunities in strengthening development innovations in villages for the welfare of rural communities.

5. Conclusion

The government continues to implement and improve its strategies to provide good services to village communities in Indonesia. To be able to have a positive impact on every village in Indonesia, the village community is an important part of every development carried out. As the community is the best partner for development today, the government often works together with the community, especially the village community, during the development process. Village development can be encouraged with government support to support the existing potential. This is beneficial for the community as high quality village development can be achieved with great government support.

In the end, if community participation in development is not significant, it only creates a sense of uselessness because it is the same as throwing away all the potential natural resources. Therefore, community participation is expected to help village development to achieve development goals and make the natural resources used for development more useful for the village community itself in the country of Indonesia. because the potential for renewable energy is very close to every village in Indonesia, so every village has the potential for energy innovation. The limitations of this study only use secondary data from documents related to the Analysis of Challenges and Potential in Improving Village Development Innovation for the Sustainability of Village Communities. The next research recommendation is the need for specific regional objects to find out the Challenges and Opportunities in Strengthening Village Development Innovation for the Welfare of Village Communities.

References

- Arianto, J. (2017). NGOs as a means of building Indonesia's political culture. *Pelita Bangsa Pelestari Pancasila*, 12(2), 1-15.
- Muda, I., & Batubara, B. M. (2021). Community Participation in Village Development Planning Consultation. *Structuration: Scientific Journal of Master of Public Administration*, 3(2), 192-200.
- Henriyani, E. (2019). Village innovation programs; between opportunities and challenges. *Dinamika: Scientific Journal of State Administration Science*, 5(4), 66-70.
- Ishatono, I., & Raharjo, S. T. (2016). Sustainable development goals (SDGs) and poverty alleviation. *Share: Social Work Journal*, 6(2), 159.
- Mondong, H. (2013). The Role of Village Government in Increasing Community Participation in Village Development. *Governance*, 5(1).
- Nursetiawan, I. (2018). Independent village development strategies through village enterprise innovation. *MODERAT: Scientific Journal of Government Science*, 4(2), 72-81.
- Pangkey, D. K. (2016). The Role of the Village Head in the Implementation of Development in Tateli Satu Village, Mandolang District, Minahasa Regency. *Politico: Journal of Political Science*, 3(1), 161096.
- Constitution No.06 Year 2014, (2014).
- Roza, D., & Arliman, L. (2017). The role of the village consultative body in village development and village financial supervision. *PADJADJARAN Journal of Law*, 4(3), 606-624.
- Soleh, A. (2017). Village potential development strategy. *Sungkai Journal*, 5(1), 32-52.

- Ulfah, I. F., Setiawan, A., & Rahmawati, A. (2017). Village Development Based on Agro-tourism Local Potential in Bumiaji Village, Batu City, East Java. *Indonesian Politics: Indonesian Political Science Review*, 2(1), 46-64.
- Zakiah, U., & Idrus, I. A. (2017). Natural resource management strategy of ponggok village. *JIP (Journal of Government Science): Study of Government Science and Regional Politics*, 2(2), 84-95.