



LOCAL RESOURCE-BASED POTENCIES IN PAMEKASAN REGENCY WITH ONE VILLAGE ONE PRODUCT APPROACH

DOI: 10.31002/rep.v6i1.3613

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Abstract

This article describes the potential of the Pamekasan Regency area by promoting local-based resources (endogenous development). The method applied: literature search, calculation of Location Quotient, observation and Focus group discussion. The results showed, the potential of the northern region: cattle, shallots, fish processing, tobacco, sonok beef cultural tourism destinations, biopharmaca, cayenne pepper, vegetables, coconut, furniture, bamboo, siwalan, buju' bersila bersiti tourism, catfish, tembang fish, shrimp paste. Southern region: salt, batik, tobacco, rice, anchovy, vanname shrimp, laying hens, processed fish (anchovies, selar) cattle fattening, tourism (jumiang beach, talang siring, fire never goes out), red chilies, krepek tette, marine tourism, oysters, mangrove, crab, small crab, seaweed, lorjuk, banana, rengginang, earthenware, sate lala', krupuk (tack, fish, pulley), handicraft (bamboo, bag, skin), ampar stone religious tourism, broilers, tofu factories, peanuts, domestic chicken, herbal chilies, oranges, fresh fish restaurants, corn, shrimp, mackerel, herbal medicine, ball stadium, processed corn, green beans, drinks, vegetables, potoh, water tourism. Central region: agro-tourism (durian fruit, avocado klengkeng, mango, biopharmaca, Puncak Ratu Tour, Bukit Brukoh), batik, pebbles, cigarettes, pesantren-based economy, peanuts, crackers, plait, long beans, genting, bentoel, pepper, cayenne pepper, leeks, chips (cassava, taro, tette), beef, watermelon, cassava, coconut, banana, corn, brown sugar, chicken (laying eggs, domestic), siwalan, tape, rice, catfish.

Keywords: Local wisdom, priority commodity, Village

Received: February 22, 2021

Accepted: April, 5, 2021

Published: May 30, 2021

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INTRODUCTION

Pamekasan regency consists of 13 districts that are divided into three SSWP (Regional Development Sub-Unit/Sub Satuan Wilayah Pengembangan). North SSWP covers the district of Pamekasan, Pademawu, Larangan, Tlanakan, Galis, and Proppo, with Pamekasan urban area as a center. The main activities are referred to regional-scale trading and service; industry, tourism; urban settlement; fish pond cultivation (pindang fish and shrimp), seaweed cultivation, fish catching, and processing; regional-scale port and A-type terminal; salt pond; and mangrove conservation area. Central SSWP includes the district of Pegantenan; Palengaan; Pakong, and Kadur, with Pakong as the -center of area. The main activities are referred to as the mining of non-metallic minerals, rocks, and oil; agriculture; farm; tourism; industry; and plantation. North SSWP covers the district of Waru, Pasean, and Batumarmar, with Waru as the service center. The main activities are focused on trades and services; non-metallic mineral and rocks mining; agriculture; farm; plantation; capture fisheries; tourism; and industry (Bappeda, 2011).

In RPJMD 2018-2023, the vision and mission of Pamekasan Regency are illustrated as the achievement of the society that is Parjhuga, Bhajjhra, and Rajjha. In the fulfillment of that designated vision and mission, 10 main agendas must be accomplished, which is village communities' empowerment, among others, with the initiation of Independent and Smart Village/Desa Cerdas and Mandiri (Bappeda, 2019). One of the strategies that are applied to meet the designated agenda is to bring up the "Thematic Village" based on One Village One Product (OVOP) and facilitate the establishment and the development of BUMDes

to optimize the management of the village's superior products.

Three basic principles in OVOP concept, are (1) commodities that are managed with local resource-based, yet could be competed globally (locally originated but globally competitive) (2) sustainable innovation and creativity (3) put forward the human resource development (Matsushima, 2012; Schumann, 2016). The first principle of the OVOP concept is to encourage the village' businessmen to produce and market at least one product with a commercial value per village through the utilization of local resources and skills. The absence of government subsidy for these OVOP groups is designated for independence purposes. As a replacement, the government provides technical assistance, research, and development. Secondly, sustainable innovation and creativity refer to relying on community self-power, independence in creativity, innovation, tenacity, and potencies as well as knowledge. Lastly, the third principle, which is the extension of human resources development, by relying on the capacity improvement of businessmen, in terms of business management, marketing, leadership, and people's empowerment (Ndione et al., 2019; Matsushima, 2012). It means that OVOP is defined as the alternative development paradigm that prioritizes community development, human empowerment, and local resource transformation (Thu et al., 2013).

For further explanation, the concept of superior commodity region is an exemplary model from Japan government for the success of managing the society (implemented in 1961) and Thailand (2001). Both countries have proven the reliability of one village one commodity model that is established based on

comparative excellence. In Japan, the model is well-known as One Village One Product (OVOP), while in Thailand, it is familiar with the title of One Tambon One Product (OTOP). OVOP targets two objectives. First, to increase the people's per capita incomes. Secondly, to nurture the community based on its self-potencies. The OVOP concept not only covers the production of the goods, but also penetrates the region's tourism potencies, art, and culture (Burhanuddin, 2008; Diefenbach, 2016; Sitabutr et al., 2017).

It can be notified this program could reduce the poverty since it gives the community a chance to market the local product and to create job opportunities (Natsuda et al., 2011), and motivates every single one in the community to carry out the economic mobility, with the ultimate goal to optimize the existing local resources (Denpaiboon, 2012). The implementation of OVOP in Indonesia was performed under the supervision of the Ministry of Industry since 2008, in the form of potencies development for Small and Medium Enterprises in all sectors. Later, the Ministry of Cooperatives and Small and Medium Enterprises, as well as the Ministry of Agriculture also have implemented the concept (Pasaribu, 2011). As explained by Xujin, (2013), the cooperative organization should become the supporting/medium for the OVOP program.

The development of Pamekasan Regency in agriculture, creative economy, fishery & marine, and tourism is considerably slow due to the less innovation. It is demonstrated clearly by the five following facts. First, the agropolitan area that has been declared from 2006 experiences insignificant development. Second, the lack of local-based commodity processing leads to less added value. Hence, the products' prices become more

unstable. Third, most areas/villages produce various products in small numbers, which are unsustainable, therefore it tribulates the marketing process. Fourth, the agribusiness system (upstream to downstream) is developed inappropriately, except for the salt and batik industry. Fifth, the lack of synergy and coordination among OPD (Regional Devices Organization/Organisasi Perangkat Daerah) and leads to an improper process that implies less focused and separate execution. Sixth, the development in Madura (Pamekasan regency is included in Madura island) grows slower than other regencies in East Java, averagely and recorded with the highest index of poverty in East Java Province. This condition underlies the arrangement of OVOP in Pamekasan Regency that aims to identify the commodity that could be managed by local resources that might compete in the regionally, nationally, or globally (locally originated but globally competitive).

METHOD

The arrangement of OVOP in Pamekasan regency includes several stages that involve primary data collection through observation and interviews. While secondary data are obtained from the reviews of previous studies and calculation of LQ (Location Quotient). The participative process is also held through the Focus Discussion Group (FGD).

The stages of activity execution cover;

1. Stage of Preparation. Study literature is carried out in this step, starting from the previous years of OVOP studies and policy framework related to OVOP planning and its implementation in several areas.
2. Data collection collects primary and secondary data. Secondary data includes programs of superior commodity

originating from every Regional Devices Organization (OPD). While primary data are derived from observation and interviews with stakeholders.

3. First FGD involves 13 districts and seven related OPD (Every district proposes the idea of a thematic village, in which the theme carried is based on One Village One Product concept). In the addition, the area that is unable to determine the thematic village yet, the recommendation is referred to the existing potency of each village, determined by the head of a district or the representative, and will be revealed during FGD.
4. Analyzing the potency to set the superior commodity aligned with superior competitive, which are resources and potencies in each region.

In technical analysis, the analysis on comparative superiority for agriculture, fishery, and industry (crops, horticulture, plantation, forestry, fishery, and farming) uses LQ analysis.

Generally, LQ analysis is employed to see the basic sector of crops, horticulture, plantation, farm, and fishery in a district, hence the comparative superiority could be identified. LQ is identified as an index, to compare the segment of a sub-area in a certain activity with the total segment of designated activities, from the region's total activities. From the operational perspective, LQ is defined as a percentage ratio of total activity at the *i*th sub-district towards total activity percentage to the observed region. The assumption used in LQ analysis is a geographical condition that is substantially similar, activity pattern is unvarying, and each activity produces the same product.

$$LQ_{ij} = \frac{X_{ij} / X_i}{X_{.j} / X_{..}}$$

Description:

X_{ij} : *j* type activity value at the *i*th region

X_i : Total activity at the *i*th region

$X_{.j}$: *j*th total activity at all region units

$X_{..}$: Total activity at all region units

LQ Range Value:

- If the value of $LQ=0$, the activity is undeveloped
 - If the value of $LQ > 1$, the activity development in *i*th region unit is higher than average development at all region units, as the indication of unit centralization at the *i*th region unit
 - If the value of $LQ = 1$, the activity development at the *i*th region unit is similar to the average of all units
 - If the value $LQ < 1$, the activity development at the *i*th region unit is lower than the average of development at all region units
5. Data compilation. The collected data are then organized based on the category to be further analyzed
 6. The verification for the result of data compilation will be conducted at the second FGD

DISCUSSION

Superior Commodity in Pamekasan Regency

In a region, the superior sector has a bigger potency to grow faster than others. Moreover, if supporting factors are available to support the superior sector. The creation of investment opportunities, the enhancement of the product's added value can also be carried out by empowering the potency of a superior sector that is owned by a region or village.

The priority of farming development in Pamekasan Regency is Madura cattle. The cattle potency is considered remarkable, in terms of

population number, its contribution to income, and its internalized existence in the community, not only economically but also socially and culturally. The existence of distinguished Madura cattle turns the cattle commodity to become a strategic superior commodity. Therefore, it is unsurprisingly that 8 districts are identified as the cattle bases. The numbers of cattle population at each district from the lowest to the highest are 4.384 cows in Galis district and approximately 24.008 in Batumarmar district, respectively. Goat is centralized in Tlanakan district, while sheep are evenly distributed in all districts. Broilers are centralized in Larangan and Kadur districts. While laying hens are centralized in Kadur, Larangan, and Tlanakan districts.

Pamekasan regency is one of the central Production of Madura tobacco that is well-known for its aromatic tobacco. The tobacco planted by local people has the specific quality that is most required by cigarette factories as raw material, particularly for bringing up the specific scent as a thew of cigarette. The rainfall is quite low in this region that making it a perfect area for tobacco to grow. The production of tobacco is recorded as 18.984 tons in 2018. The most productive district in producing the tobacco is Proppo, followed by Batumarmar, Pasean, Pegantenan, and Waru with more than 2.000 tons for each district production. The coconut commodity is mostly produced by Kadur and Pegantenan districts with above 700 tons. While cashew only produces in three districts, which are Pasean, Batumarmar, and Waru. Pepper is produced in Pegantenan and Pakong districts. Kapuk Randu and tamarind are distributed evenly in every district.

The tobacco commodity with $LQ > 1$ is recorded by the district of Tlanakan, Galis, Pademawu, Proppo, Batumarmar, and Pasean.

It indicates that tobacco is classified as the superior commodity in those districts. For coconut, the value of $LQ > 1$ started from the highest value, is maintained by the district of Kadur, Pakong, Larangan, and Tlanakan, respectively. Cashew is the superior commodity in three districts, which are Pasean, Batumarmar, and Waru. The value of $LQ > 1$ for pepper is only maintained by two districts, which are Pegantenan and Pakong, with each production of 6 tons. Kapuk Randu is the superior commodity of Pasean and Larangan districts, while tamarind is the superior commodity from Larangan district.

In other words, a commodity such as kapuk randu, tamarind, siwalan, banana, cashew, pepper, and herbal chili on every district with the highest production gives the value of $LQ > 1$ that demonstrates the scale of specialization or concentration degree of the commodity in a designated district. The bigger value of LQ , the higher the concentration degree. The plantation commodity that becomes the superiority at each district, indicates the comparative superiority, not only the yield could fulfill the needs internally, but also could be distributed externally.

The result of data processing on crops in 2018, suggests that paddy from the ricefield is a superior commodity in the district of Galis, Pademawu, Proppo, Tlanakan, Pamekasan, and Pakong. Corn becomes the superior commodity in the district of Larangan, Kadur, Batumarmar, Waru, Pasean, Palenggaan, and Tlanakan. Cassava is a superior commodity in the district of Palenggaan and Pegantenan. Green bean is identified as the superior commodity in Pasean and Larangan districts, peanuts from Pegantenan and Pasean districts, while soya bean is originated as the superior commodity in the districts of Palenggaan and Pegantenan.

The vegetables that can be well-cultivated, among others are shallot, red chili, cayenne, tomato, eggplant, and long bean. Nevertheless, the Pamekasan Regency has a superior and prospective commodity to be maintained, which is a local-variety shallot of manjung variety. The extension of shallot as a superior commodity is clearly captured by its spreads, in 2013 the commodity was only established by 4 districts and developed extensively in 2019 in 6 districts. Yet, the central of shallot is still located in three districts, which are Batumarmar, Pasean, and Waru. While Pademawu, Galis, and Proppo are considered as the development area.

The vegetable commodity is mostly yielded in districts, which are situated in the highland type of topography. The districts with vegetables as the superior commodity are Palengaan district with 6 commodities that include cayenne, cucumber, eggplant, long bean, kangkung, and mustard, followed by Waru district with 4 superior commodities. Later, the district of Tlanakan, Pakong, and Batumarmar has only one superior commodity each.

Fruit as a superior commodity in Pamekasan Regency is quite a lot, yet only durian and mango are highlighted as the icon of regency. Based on the LQ analysis, durian is a superior commodity in only one district, which is Pegantenan district. The relatively even-distributed fruit is mango, scattered in 7 districts, yet, due to its seasonal characteristics, it takes further processing for making it a regency's icon. Banana is also expected to become a strategic commodity by referring its nature to be easily processed. The Banana commodity is centralized in the district of Larangan, Pademawu, and Palengaan, even though banana is planted by most of the people in their yards. The characteristics of banana

that could be consumed almost every time, is a certain distinctive to become a superior commodity for fruit in Pamekasan Regency.

Banana is recorded as fruit plants with the highest production of 200.583 quintals, followed by mango with the total production of 180.427 quintals, then jackfruit with the production of 26.654. Durian production decreased significantly in 2018 with 24.714 quintals from 54.906 quintals in 2016. Other production of fruits, such as pineapple, breadfruit, guava, papaya, star fruit, avocado, grape, soursop, snake fruit, rambutan, sapodilla fruit, and water apple, ranged from 17 – 18.650 quintals (Statistics Indonesia, 2019a; 2017; Bappeda, 2014b).

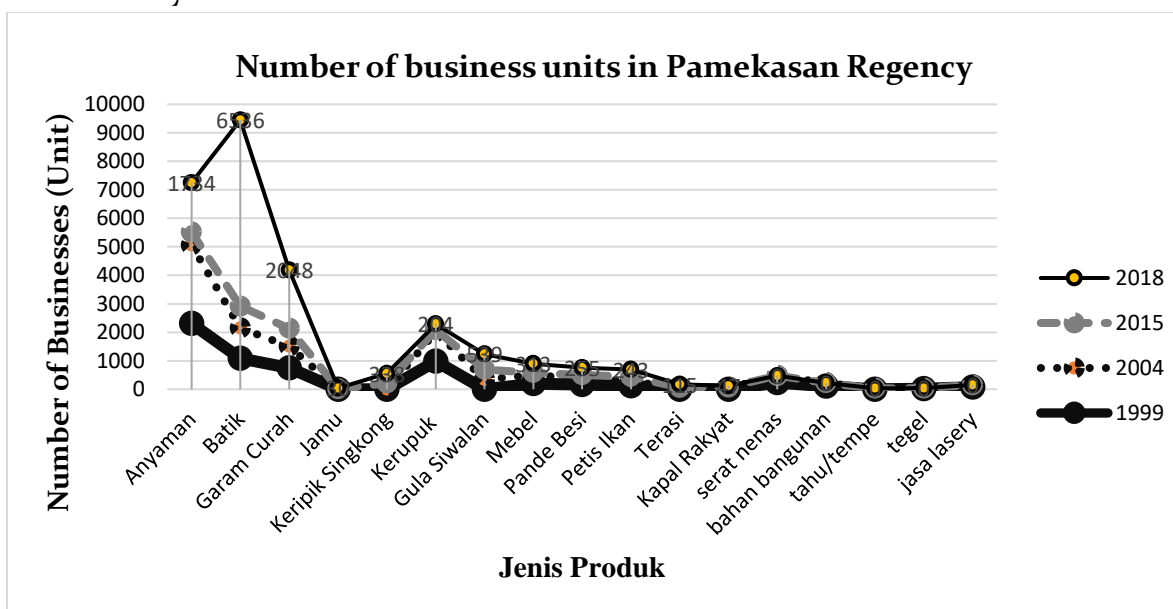
Biopharmaca is defined as spices and organic medicines. As stated in the agropolitan master plan in 2004, biopharmaca so-called empon-empon is a seeded commodity. It was mentioned that the superior product for Rupanandur Agropolitan Estate (Waru, Pakong, Pegantenan, and Kadur) is empon-empon. While the superior product for Rupanandur Agropolitan Estate is tobacco according to (Bappeda, 2004).

Recently, empon-empon commodity is no longer considered as a superior commodity for Kadur and Pakong districts. Other areas in Rupanandur that still contribute to maintaining the commodity are Pegantenan and Waru districts. Both area production in total reaches 91% out of total production of biopharmaca in Pamekasan Regency, each 3.790.000 kg and 2.273.400 kg, respectively. Palengaan district has claimed ginger as its superior commodity, yet the proportion is smaller than Pegantenan and Waru districts. So as for tobacco commodity, in Rupanandur area only Pakong district still entitles tobacco as its superior commodity, while the other three districts Kadur, Pegantenan, and Waru have altered

their commodities to horticulture plants and other plantation products, such as pepper, herbal chili, kapuk randu, areca nut, coconut, and cashew.

As seen from the LQ value, salt is the basic commodity in Galis and Pademawu districts. While seaweed is the basic commodity in Pademawu district. Shrimp becomes the superior commodity in Galis and Larangan districts. Pademawu claims pindang fish as its basic commodity. Tlanakan district becomes

the main center of capture fisheries, hence it is unsurprisingly dominated by capture fisheries commodities, such as trout, black pomfret, skipjack, tuna, mackerel scad, peperek, mackerel, lemuru, song fish, yellowtail grouper, and squid. Rajungan is a superior commodity from Galis district. On the other hand, anchovy, black pomfret, yellowtail, and squid are superior commodities of capture fisheries in Pademawu district (Bappeda, 2015).



Source: Statistics Indonesia (2019a, processed)

Figure 1. Number of Business Units in Pamekasan Regency in 1999-2018

Pasean district claims capture fisheries and fishery processing as its superior commodity. Types of fishes included in the commodity are skipjack, mackerel scad, tuna, and lemuru. The same commodity applies in Batumarmar district that including black pomfret, skipjack, mackerel scad, mackerel fish, Spanish mackerel fish, lemuru, and song fish. The processed fisheries products are a superior commodity from Batumarmar district.

The processed products are developed in Tlanakan district are dried fish and fish

paste/lorjuk paste. Pademawu district comes up with various processed products, such as dried fish, pindang fish, smoked fish, fish/lorjuk paste, peeled rajungan, and crispy anchovy. This Pademawu district is a center of crispy anchovy with production that reaches 887.500 kg. Pasean district with pindang fish and shrimp paste. Batumarmmar district specializes in processed fish products, which is the fish paste that accumulates 52.110 kg. Smoked fishes are only produced in Pademawu and Pamekasan districts with 313.995 kg, while lorjuk is

produced in Galis district with a total of 24.850 kg. From all processed products, pindang fish is said the highest in production reaches almost 5000 tons, followed by dried fish/trout with 3.826.155 kg (Statistics Indonesia, 2019a),

The development of business units in Pamekasan Regency tends to increase, as shown in 1999-2018 indicates the raise for certain commodities, such as batik, bulk salt, crisp, and siwalan sugar. Yet, these data present insufficient information related to the complete type of products, and incomplete data each year. Therefore, the data is not eligible as a reference to determine the superior commodity of each village.

Pamekasan regency shows great potency in the batik industry. In 2014, 66 companies were documented that included 1.070 artisans and production capacity of 359.121 fabrics per year, scattered in five districts that covered 10 villages (Bappeda, 2014a). In 2016, total businessmen and artisans were increased in numbers by 1.691 (Disperindag, 2016). In addition to the data, in 2019, there was a significant increase in the total numbers of artisans in Proppo districts, specifically in Rang Perang Daya and Toket village. If compared to 2016, tremendous improvement has been verified, particularly in Toket village which experienced an escalation of more than 150%, while Rang Perang Daya village recorded an 80% increase (Proppo District, 2019).

The most visited sites that already become the mascots of Pamekasan Regency are Jumiang beach, Talang Siring beach, Batu Kerbuy beach, Api Tak Kunjung Padam, Arek Lancor monument, Pasarean Batu Ampar, The grave of Ki Ageng Joko Tarub, Mandhilaras museum, The grave of Ronggosukowati, Vihara Avalokistesvara, Artificial caves (BPWS, 2012).

VILLAGE'S SUPERIOR COMMODITY

Pademawu District

Geographically, Pademawu district intersects by the beach, hence the capture fisheries, marine sector, and fishery cultivation are more dominant. Salt, seaweed, and pindang fish are superior commodities, while anchovy, black pomfret, peperek, yellowtail fish, and squid are included in the superior commodities in capture fishery from Pademawu district. The captured anchovies are directly sent to the companies for further processing. The products of processed anchovies are generally for export.

The central area of salt pond is situated in Dasok village, East Pademawu, Tanjung, Padelegan, Majungan, Pegagan and Baddurih. From the perspective of ownership, salt ponds located in Dasok and Bunder village are entirely owned by the local people. As for the total area of people's salt ponds, Majungan village is considered as an area with the largest ponds that covers 130,26 ha or 29,21 percent out of the total ponds area in Pademawu district. While Dasok village is notified with the narrowest ponds area, approximately 15,03 ha or equal to 3,37 percent of total ponds area in Pademawu district. 76,48 percent of the ponds' area possessed by the company in Pademawu districts are located in East Pademawu village. The area is owned by PT. Garam (Bappeda, 2015).

Pademawu district is one of the main centers of rice production aside from the area with the largest tobacco plantation. The other potencies of the superior commodity are the development of pindang fish and shrimp ponds, seaweed cultivation, salt processing, fishery product processing, and capture fishery as the anchovy producers (Bappeda, 2014). Superior commodities on processed fisheries products are crispy anchovy, smoked fished, and peeled

rajan. Although dried fish and pindang fish are not the main commodities, yet dried fish production is verified as the second largest after Tlanakan district, moreover pindang fish production is reported as the highest in Pamekasan Regency.

The data of MSMEs in 2019 for Pademawu district demonstrate numbers of pottery craftsmen as the highest with 77 craftsmen, who were concentrated in Sumedangan, Pademawu Barat, and Durbuk. While tailors and sewing machine-related jobs were carried out by 76 households. Gypsum-related works were carried out by 35 households and 97% of them were domiciled in Sentol village. The processed anchovy, such as crispy anchovy, kartakar anchovy, rengginang anchovy, and anchovy industry was run by 36

households, with the largest concentration in Padelegan village Padelegan (Pademawu District, 2019).

15 households run the MSMEs for producing boiled salt and recrystallization, located in Baddurih, Pademawu Barat, and Bunder villages. Particular culinary, which is lala' satay are run by 15 households in Sentol village. Other culinary, such as lorjuk, then rengginang MSMEs, blacksmith, processed seaweed, and others are concentrated in East Pademawu and West Pademawu villages. Besides, there are MSMEs with smaller numbers but potential as the creative economy field, such as kaleles cow race, traditional herbal products, mat, sandal crafts, boat craft, traditional beverage, and snacks.

Table 1. OVOP-based Superior Commodity in Pademawu District

Village	Superior Commodity	Description
Baddurih	Aquaculture (Crab- rajan)	The proposal on thematic village and pindang fish with the value of LQ>1 minapolitan area
Pagagan	Oyster-mangrove tourism	Referring to the thematic village. In 2016, it is plotted as OVOP mangrove
Majungan	Mangrove	Referring to thematic village
Padelegan	Anchovy	Superior commodity, crispy anchovy is a superior processed fish
Tanjung	Jumiang beach & seaweed	Superior commodity
Pademawu Timur	Lorjuk	Typical food from Madura, special village's product
Jarin	Paddy	The superior commodity of Pademawu district
Prekbun	Banana	The superior commodity of Pademawu district
Sopa'ah	Rengginang	There are 7 Rengginang MSMEs
Sumeandgan	Earthenware	56 pottery craftsmen available
Pademawu Barat	Earthenware	Numbers of MSMEs, acknowledged by people
Bunder	Salt	Salt central, part of minapolitan, LQ>1
Murtajih	Integrated tourism and cow race	Plotted by local authorities as integrated tourism village
Tambung	Blacksmith	6 blacksmith MSMEs available
Sentol	Lala' satay and gypsum	Numbers of Lala' satay MSMEs, typical food

Pasean District

Pasean district is one of the main centers for corn and shallot production. For plantation commodities, this area is considered the biggest producer of tobacco, both from mountain and Dry field. Based on the calculation of LQ, superior commodities for crops in 2018 were corn, green bean, cassava, and peanuts. The production of corn in 2018 was documented as 14.729 tons and cassava with 3.934 tons. While the superior commodities on vegetables were shallot and cayenne. Later, several fruits are also included, which are avocado, water apple, and papaya. For plantation, the commodities were tobacco, cashew, betel nut, siwalan, and kapuk randu.

Pasean district is also one of the centers for beef cattle, which is Madura cow, and also becomes the center of laying hens. The population of beef cattle is resumed as 22.239 cows (Statistics Indonesia, 2019a) or 11,4% of the total cow population in Pamekasan Regency. The result of the calculation demonstrates the value of $LQ = 2,38$ which specifies that $LQ > 1$. It shows that the cow is included as a superior commodity. Bindang village is determined as a village with the most populated cows (area with cow capacity per km), which owns 2.784 cows (Statistics Indonesia, 2019g).

The farm subsector is scattered in all villages. Ruminant livestock, which is beef cattle bred in Sana Tengah, Bindang Batu Kerbuy, Tegangser daya, and Sotabar. Goat is the commodity in Kerbuy, Sotabar, and Tlonto raja villages. Sheep is the commodity from Sotabar, Tegangser Daya, and Batu kerbuy villages. Broilers are considered as the commodity from Sotabar, Tegangser Daya and Batu kerbuy, Sana Tengah, and Dempo Barat. While laying hens are the commodity from Sana Dajah and Dempo Timur villages.

This area is considered unique with its predicate as sonok cattle center. The sonok cattle culture that is internalized in people's life, makes it befitting for the tourism destination of sonok cattle. It is shown by the activities of kolom tacek and sonok cattle contests that are frequently held, the existence of tacek shop, dense cattle population, the uniqueness of cattlemen behavior, the availability of skilled cattlemen in production management and reproduction, to the condition of infrastructure development that can be effortlessly managed. Besides, the performance of domestic cattle (Madura) is classified as superior with a weight of 350-5500 kg (Kutsiyah, 2015).

This district also becomes a center of processed fish in Pamekasan Regency, in 2018 the production volume of processed fish was verified as 1.211.741 kg. The superior commodities for fish are pindang fish, anchovy, and fish paste. Respectively, the production capacity of processed fish in Pasean district was 407,18 tons; 554,51 tons, and 45,96 tons. The production value of processed fish in Pasean district was calculated as Rp. 12.849.090.000. While in 2018, the processed fish business of pindang fish and fish paste produced 1.190,5 tons and 21,24 tons, respectively. From the result of LQ, it can be concluded that pindang fish is the superior commodity of Pasean district.

Propo District

Pamekasan is well-known as the city of batik, in which one Propo district is one of the batik centers that scattered in several villages, such as in Klampar, Toket, Candi burung, and Rang perang Daya villages. The batik artisans are paid as per sheet by the businessman or the collector ranging from Rp. 3500 to Rp. 300.000, depending on the batik motif. The batik maker should only prepare malam, canting, and

ignition systems, with the fabrics that are prepared by the batik owners.

In 2014, the batik businessmen were counted as 49 people with 824 artisans that can produce 22.361 sheets/year. In 2016, the numbers were increased to 1.060 people in total. In 2019 the shift in numbers occurred. In 2016, there were 321 artisans in Klampar and turned to 487 artisans in 2019, on the contrary, in Toket

village, 677 artisans decreased to 270. From data of 2019, Proppo district also recorded several villages with bamboo production, which were Karang anyar, Srambah, Banyubulu, Pangorayan, Mapper, and Panaguan. Each village manufactured different types of bamboo crafts (Kecamatan Proppo, 2019; Disperindag, 2016).

Table 2. OVOP-based Superior Commodity in Pasean District

Village	Superior Commodity	Description
Dempo Barat	A tourist destination for sonok cattle culture	Sonok cattle culture that internalized in the people's life, high population of sonok cattle.
Binandg	Cattle breeding and fish paste	High cattle population, cattle are considered the superior commodity of the district.
Batukerbuy	Pantai Batu Kerbuy and pancing ikan	The proposal for the thematic village, and the existence of Batu Kerbuy beach
Sana Daja	coconut	Center of coconut
Sana Tengah	Cattle breeding	High population of cows, the cow is considered a superior commodity
Sotabar	Particularly for Rokem Timur village "Bee village"	A decreased production from previous years
Tegangser Daya	Furniture and Madura cow breeding	Terdapat sejumlah usaha meuble
Tlontoraja	Processed fisheries product	The center of processed fish (smoked fish, pindang, and fish paste)

In 2014, the batik businessmen were counted as 49 people with 824 artisans that can produce 22.361 sheets/year. In 2016, the numbers were increased to 1.060 people in total. In 2019 the shift in numbers occurred. In 2016, there were 321 artisans in Klampar and turned to 487 artisans in 2019, on the contrary, in Toket village, 677 artisans decreased to 270. From data of 2019, Proppo district also recorded several villages with bamboo production, which were Karang anyar, Srambah, Banyubulu, Pangorayan, Mapper, and Panaguan. Each village manufactured different types of bamboo crafts (Kecamatan Proppo, 2019; Disperindag, 2016).

Generally, the agriculture activities of Proppo community are planting crops,

horticulture, and tobacco. As it is seen from the types of commodities that include paddy, corn, cassava, peanut, green bean, long bean, eggplant, cayenne, and big chili. One of the biggest commodities in 2018 was paddy planted in ricefield with 13.820 tons. While dry fields paddy and corn are respectively produced with 6.021 and 4.271 tons. Followed by cassava with 1.445 tons, chili with 504 quintals, and shallot with 500 quintals. In 2018, the largest being harvested was the ricefield paddy with an area of a harvest of 2.660 ha. Followed by corn with a harvest area of 1.747 ha, and non-ricefield paddy with 1,290 ha, and the least were cassava and peanuts with 143 ha and 25 ha, respectively (Statistics Indonesia, 2019i).

The above explanation indicates the shift that occurred in the Proppo community. The data from 2012 suggested that shallots were cultivated in 9 districts, which are Tlanakan, Pademawu, Galis, Palengaan, Pegantenan, Kadur, Pakong, Waru, Batumarmar, and Pasean, while the other 4 districts, which are Larangan, Pamekasan, Proppo, and Pakong skipped such cultivation. In 2018, this plant was considered as the center of attraction in Proppo district.

Paddy, corn, and tobacco are planted by almost all villages, except for Rang Perang Raya. This village prefers to cultivate corn and tobacco with the minus result due to the land, which is impossible to be planted with such vegetation. From the LQ calculation, it could be concluded that in 2018, the production of superior commodities in Proppo district is ricefield paddy, tobacco, tamarind, shallot, water apple, mango, cucumber, and eggplant.

In the profile of superior product for Pamekasan Regency in 2014, it is attached that the potency of superior commodities in Proppo district were paddy, shallot, cayenne, cow, and batik (Bappeda, 2014b). Meanwhile, in the master plan of crop development in 2015, it is mentioned that the superior commodities in Proppo district were tobacco, mango, cayenne, cow, and batik (Bappeda, 2015).

The cattle production in Proppo regency covers big cattle, small cattle, and poultry. Big cattle include the cows, small cattle, such as goat and sheep, while poultry such as broilers. The people of Proppo district also rely on a big cattle farm. It is recorded with 17.409 cattle in 2018. Then the population of broilers per village is evenly distributed with approximately 4 thousand per village. While, the broilers production is concentrated in certain areas of Candi Burung, Toket, and Campor. The highest production for laying hens is in Panglemah village.

Table 3. OVOP-based Superior Commodity in Proppo District

Village	Superior Commodity	Description
Proppo	Potoh	Special food from Proppo, yet the households that involve in this business only counted as less than 5
Gro'om	Domestic Chicken	Village representative
Batu Kalangan	Red Chili	Center of Red Chilli
Candi burung	Batik	Enormous numbers of artisans
Toket	Batik	677 artisans available
Samiran	Water tourism	Samiran reservoir available
Pangtonggal	Paddy	Center of paddy producer
Srambah	Bamboo craft	The producer of krenjing and brunang
Pangbatok	Religious Tourism	Batu Ampar graveyard
Campor	Broilers and tofu factory	46% population of broilers
Jambringin	Peanuts and tofu factory	Center of peanut producer
Panglemah	Laying hens	65% population of laying hens
Klampar	Batik	Plotted by local authorities as Batik village, with a total of 321 artisans
Banyubulu	Bamboo craft	Producer of kerreh
Rang perang daya	Batik and abu sirtu	254 artisans are availabel

Pegantenan District

Pegantenan district is one of the main centers of paddy producers (dry field paddy), durian, cayenne, tobacco, and coconut. If compared to 2018, the superior commodity has shifted (Bappeda 2014b). According to the LQ calculation, the superior commodities of Pegantenan district in 2018 for crops were dry field paddy, peanut, soya bean, and cassava. While the superior commodities of vegetables are cayenne, eggplant, cucumber, long bean, tomato. Then, the superior commodities of fruits are identified as durian, avocado, water apple, jackfruit, and mango. For plantations, the superior commodities are coconut, tamarind, and pepper.

Pegantenan is well-known as the durian center. In this area, mostly in Tebul Timur, Tebul Barat, Pegantenan, and Bulangan Haji villages, this commodity could be easily found. The second favorable fruit is avocado. Currently, many rambutan trees are cut down to be replaced with avocado. Other fruits that are included in superior commodities are water apple, mango, and jackfruit.

Another plantation that is passed over a generation is empon-empon or commonly called biopharmaca. Biopharmaca production is a superior production from Pegantenan district, contributing 57% of total production in Pamekasan Regency. Yet, the alteration of the commodity also happened. Since 2017, empon-empon production has decreased, even for ginger and aromatic ginger/kencur, in which the production is declined to half of the previous years.

The diversity of fruits, vegetables, and biopharmaca with the support of beautiful scenery at certain sites of the area, offers a value of attraction that meets the conditions to become an agro-tourism area. Particularly for

several specific villages that fulfill the above description, such as Tebul Barat, Pegantenan, and Tebul Timur.

Pegantenan district is one of the producers of beef cattle and domestic chicken. The population of beef cattle in 2018 was calculated more than 17 thousand, on the other hand, the domestic chicken production was reported as more than 80 thousand (Statistics Indonesia, 2019h), or the third-highest after Proppo and Pademawu districts. The result of the LQ calculation for beef cattle commodity in Pegantenan district is $LQ=1,45$. The farm activity for Madura variety beef cattle is scattered in the entire area of the village. Tanjung village is said as the most densely populated with cows counted as many as 2.248 cows, based on data of cattle population in Pegantenan district in 2018. The superior commodity, ruminansia beef cattle are bred by almost every village, except Tebul Timur, Tlagah, and Bulangan Timur villages. The highest population by Tanjung village marked with the highest LQ. Another superior commodity on a farm is domestic chicken, with the highest population located in Tlagah village.

The most-popular business for the industry category in Pegantenan district is food and beverage, as well as the tobacco industry, which is handled by 396 households (Statistics Indonesia, 2019h). A cigarette company is available in this area. Other industries are wood-made goods, rattan, and bamboo managed by 27 households. Other industries are considered insignificant in numbers.

This district has strategic and promising business investment opportunities in agro-tourism. The existence of various natural resources and human resources are prospective to be further empowered and developed to become a beneficial agro-tourism with high competitiveness.

Table 4. OVOP-based village's superior commodity in Pegantenan district

Village	Superior commodity	Description
Plakpak	Krepek tette	Available at almost every household
Bulangan Haji	pepper	District's superior commodity. Center of pepper production.
Bulangan Timur	Durian and Alpukat	Superior commodity, Center of durian and avocado
Bulangan Branta	Cigarette Roll	The factory of cigarette roll is available, with \pm 150 workers
Palesanggar	Cayenne and leek	District's superior commodity. This village is the center of cayenne production
Pegantenan	Agro-tourism	A lot of variety of fruits (durian, kelengkeng, avocado, rambutan), batik of subak, processed cassava, taro, and krepek tette
Tebul Timur	Durian and laying hens	Center of durian and high population of laying hens
Tebul Barat	Agro-tourism	Fruit-picking and Puncak Ratu tourism. This area is the center of durian and other fruits (klenkeng, avocado, rambutan, manga), biopharmaca, and vegetables.
Tanjung	Cattle	The cow is the district's and village's superior commodity with a population of more than 2 thousand.

Tlanakan District

The superior commodity in Tlanakan district is the Goat, sheep, and laying hens. Larangan district is the biggest center of broilers with LQ = 1,76. For Pamekasan district, the specification if referred to the duck with LQ = 2,45. For Pasean, the superior commodities are ruminansia cattle, goats, and sheep.

Tlanakan district is one of the main centers of corn and shallot production. For the field-based plantation commodity, this district becomes one of the producers of mountain tobacco, as tegal tobacco is also the dominant commodity from this area. Besides Tlanakan is also one of the centers of herbal chili and cashew (Bappeda,2014b).

The result of LQ calculation for the superior commodity in Tlanakan district on crops in 2018 are ricefield paddy, corn, and green bean. The paddy production is recorded at 6.678 tons in 2018, corn with 3.812 tons, and green beans with 38 tons. The superior commodity for vegetables is red chili, while the

fruits are listed as starfruit, guava, water apple, soursop, sapodilla fruit, and papaya. For plantations, the superior commodities are tobacco, coconut, kapuk randu, and tamarind.

Red chili is a favorite commodity of Tlanakan district's people. It produced 19.210 quintals in 2018, the proportion is counted as more than 90% of the total production of red chili in Pamekasan Regency is supplied from Tlanakan district. Referring to the area distribution, Tlanakan district is one of the centers of processed fish products in Pamekasan Regency. The production volume for that product is documented as up to 3.251.326 kg in 2018.

In the Minapolitan master plan of Pamekasan Regency in 2015, capture fish and processed fisheries products were verified as the superior commodities from this regency. It includes skipjack, mackerel scad, tuna, trout, black pomfret, song fish, Spanish mackerel, and lemuru. Processed fish are also developed in Tlanakan district, such as: pindang fish, dried

fish, and fish paste, as well as other processings (Bappeda, 2015). Based on the calculation of LQ, dried fish is confirmed as the superior commodity in Tlanakan district.

The farming activity, particularly for Madura variety beef cattle, recorded with more than 16 thousand in 2018 that scattered in all areas of villages. The ruminansia cattle as a superior commodity is distributed at almost all

villages, except in Bandaran, Kramat, Tlanakan, Branta pesisir, and Gugul villages. The broilers are the superior commodity in the category of poultry and are nurtured by almost all villages, except Gugul village. This area is acclaimed as the center of laying hens, in which its production reached 85.000 in 2018 (Statistics Indonesia, 2019j).

Table 5. OVOP-based village's superior commodity in Tlanakan District

Village	Superior commodity	Description
Dabuan	Goat	The population of 1480 goats
Terra'	Paddy	Paddy producer, district's superior commodity
Bandaran	Processed Fish	Superior commodity for minapolitan area
Kramat	Mackerel scad	Superior commodity for minapolitan area
Ambat	Fresh fish restaurants and herbal product	Many restaurants available along the streets
Tlanakan	Mangrove	Mangroves are available along the streets that are potential to become mangrove tourism
Branta Pesisir	Trout/Dried fish	Center of trouts
Larangan Tokol	Api tak kunjung padam tourism	One of the iconic locations in Pamekasan Regency.
Ceguk	Ball stadium/Soccer field	Terdapat lapangan sepakbola (Madura united)
Panglegur	Creative Economy Centers	There are two universities, which are IAIN Madura and Universitas Madura. The products are directed to various creative economy sub-sector, starting from culinary, craft, film, animation, etc.
Gugul	Laying hens	The population of 85.000, the district's superior commodity.
Bukek	Processed corn and green bean	Center of corn and green bean center, this commodity is also assumed as district's superior commodity.
Larangan Slampar	Red chili	Center of chili production, district's superior commodity
Taro'an	Krepek tette	Center of krepek tette

Kadur District

In the profile of 2014's superior commodity, Kadur district is claimed as one of the main centers of corn and shallot production. For the field-based plantation commodity, this district becomes one of the producers of mountain tobacco, as tegal

tobacco is also the dominant commodity from this area. Besides Kadur is also one of the centers of herbal chili and cashew (Bappeda,2014b).

The result of the LQ calculation for the superior commodity in Kadur district on crops in 2018 is corn. It is recorded at 14.729 tons 11.513

tons. The superior commodity for vegetables is cayenne and spinach, while the fruits are listed as avocado, water apple, rambutan, soursop, breadfruit, and papaya. For plantations, the superior commodities are coconut, herbal chili, siwalan, and betel nut.

Kadur district is included as one of the centers for purebred chicken, both for laying hens, and broilers. As previously explained, the population of laying hens and broilers in Kadur districts are counted as 148.000 and 237.000, respectively. Based on the value for the farming category, Kadur district earns $LQ=1,50$ and $1,76$, representing the $LQ>1$. It means that both are considered superior commodities.

In addition to that, laying hen is one of the superior commodities in the farming subsector for Pamekasan regency. The centers are located in Kadur, Larangan, and Tlanakan districts. In 2010-2014, the population reached approximately 100.100 in Kadur district with an averagely of 1000-2000 chickens are owned by

one person. Data of 2018 also demonstrated similar information, Kadur district contributed 30,6% or equal to 148.000 out of the total population of laying hens in Pamekasan Regency. The other three villages that are claimed as the highest eggs contributors to Pamekasan Regency are located in Kadur district, which are Kertagena laok, Kertagena Tengah, and Sokolela

The distribution of the farming subsector is scattered in all villages. The superior commodity of laying hens is maintained by Kertagena laok and Kertagena Tengah, Sokolelah, and Gagah villages. The broilers are managed by Kadur and Bungbaruh; while the domestic chicken is claimed as a commodity in Gagah village. Later, Bungbaruh and Kertagena Tengah have the highest cattle population, particularly for ruminansia cattle, with more than 1600 cows (Statistics Indonesia, 2019c).

Table 6. OVOP-based village's superior commodity in Kadur District

Village	Superior Commodity	Description
Pamaroh	Watermelon, cassava	Center of watermelon production/the tobacco replacement plants
Pamoroh	Coconut, rope-based bag	
Bangkes	Coconut, cow, banana	Village's superior commodity
Kadur	Corn – Agro-tourism	District's superior commodity, various potencies are identified in this village
Bungbaruh		
Sokolelah	Keppok banana	Center of banana production
Gagah	Brown sugar, domestic chicken	Village's superior commodity
Kertagena Laok	Laying hens, woven mat	Laying hen is the superior commodity of district and village.
Kertagena Tengah	Brown sugar, laying hens	
Kertagena Daya	Corn, Siwalan	District's superior commodity

Desc: OVOP that is exhibited more than two commodities are referred to the request from the district to include the proposed products. Yet, the data are not supported by the quantitative data

Pakong District

In the profile of 2014's superior commodity, Pakong district is claimed as one of the main centers of paddy, tobacco, and domestic chicken (Bappeda, 2014b). The result of the LQ calculation for the superior commodity in Pakong district on crops in 2018 is paddy, both planted on ricefield or dry fields. The superior commodity for vegetables and fruits are cayenne, starfruit, breadfruit, and

jackfruit. For plantations, the superior commodities are coconut, kapuk randu, pepper, and herbal chili.

For the farming activity, especially Madura variety beef cattle, the population in 2018 reached approximately 7 thousand and scattered to all areas of villages. The superior commodity for cattle is beef cattle and domestic chicken.

Table 7. OVOP-based village's superior commodity in Pakong District

Village	Superior commodity	Description
Bajang	Agro-tuourism & Bukit Brukoh	Bukit Brukoh is a tourist destination complete with a variety of fruits and vegetables
Seddur	Tape	Central of tape production is located in two villages
Bandungan	Paddy	Superior commodity
Lebbek	Catfish	Referring to OVOP in 2016

Galis District

Galis district is one of the main centers of paddy and shallot production. For plantation, this district is well-known as the producer of tobacco and coconut. Other than that, Galis district is also identified as one of the main centers of salt, and domestic chicken Bappeda, 2014b). The result of the LQ calculation for the superior commodity in Pakong district on crops in 2018 is identified as paddy. The superior commodities for vegetables are shallot, red chili, tomato, eggplant, while the commodities of fruits are starfruit, water apple, and mango. For plantations, the superior commodities are tobacco and coconut.

Referring to the LQ value, salt is the superior commodity for Galis district. Aquaculture covers shrimp, while milkfish and rajungan are determined as the product of capture fisheries and at the same time also a superior commodity of the district. The result is aligned with the data derived from the minapolitan master plan of Pamekasan regency

in 2015. In which, Galis was recorded to develop its superior commodity in capture fisheries and processed fish products, which was rajungan. The processed products that developed in this area were pindang fish, dried fish, peeled rajungan, and lorjuk. Meanwhile, processed fish, which is dried fish, contributes 595.400 kg or equal to 15,6% out of total production in Pamekasan Regency. Pindang fish contributes 54% of total production in Pamekasan Regency. The result of the LQ calculation stated that dried fish is a superior commodity in the Galis district.

Many people in Galis district also run businesses in farming. When the tobacco season is coming, many cattlemen sell their cows as a capital for planting tobacco. In terms of cattle management, cattlemen generally bred their own cattle or employ the profit-sharing system. Others prefer to breed the poultry, which is purebred chickens or domestic ones. Nevertheless, the population is way lower than the other districts. For comparison, the

proportion of beef cattle, goat, sheep, rabbit, laying hen, broilers respectively as 2,2%, 7,9%, 8,4%, 8,3%, 10,6%, 3,9%, 8,2% and 5,3% out of population of each commodity in Pamekasan Regency.

Table 8. OVOP-based village's superior commodity in Galis District

Village	Superior commodity	Description
Konang	Paddy	District's superior commodity
Lembung	Salt – minapolitan city	In the minapolitan master plan, this village is plotted as a salt minapolitan city (there are salt, mangrove tourism, mud coffee)
Galis	Shrimp and crab	Center of shrimp production, superior commodity
Bulay	Crisp	A lot of variety of crisps are produced
Tobungan	Cow, bag craft, wallet	Being bred in a group
Polagan	Dried fish/paron anchovy, rajungan, and crab	Center of dried fish production, a superior commodity in minapolitan area
Artodung	Tobacco	The district's superior commodity

Waru District

In the profile of 2014's superior commodity, Waru district is claimed as one of the main centers of paddy, corn, shallot, and cayenne. For the field-based plantation commodity, this district becomes one of the biggest producers of mountain tobacco, as tegal tobacco is also the dominant commodity from this area. Besides Waru district is also one of the main centers of cashew (Bappeda, 2014b).

The result of the LQ calculation for the superior commodities in Waru district on crops in 2018 is corn and dry field paddy. It was recorded that in 2018 the corn was produced at 13.912 tons and dry field paddy at 5.080 tons. The superior commodities for vegetables are shallot, mustard, spinach, and water spinach. Mustard is only produced in Proppo and Waru districts. The production percentage for water spinach in this area reaches 95% with a total production of 840 quintals. While the fruits, as superior commodities, are listed as starfruit, breadfruit, sapodilla fruit, soursop, mango, and papaya. For plantations, the superior

commodities are coconut, cashew, and kapuk randu.

Waru district is included as one of the centers for beef cattle, which is Madura cow, and broilers. the population of beef cattle in this district is counted as 17.890. Based on the value of LQ for cattle in Pamekasan Regency, it is counted as $LQ = 2,20$ representing the $LQ > 1$. It means that cattle is considered a superior commodity.

The distribution of the farming subsector is scattered in all villages. The superior commodity of ruminansia cattle is maintained by Ragang, Tampojung Tenggina, Tampojung guwa, Tegangser laok, Waru barat, Waru Timur, Tlonto Ares and Sana laok villages. Waru Barat village is said as the most densely populated with cows counted as many as 3.495 cows, This village is also well-known as the center of sonok cattle. The broiler is categorized in the poultry commodity, bred in Sumber waru, Tampojung Tenggina, Tampojung pregi, tlonto ares, and Teganser laok (Statistics Indonesia, 2019k).

The MSMEs are scattered to every village, leather and woods industries, mamin and tobacco or goods are made from basic metal, iron or steel. The business in leather and

wood are quite outstanding, especially in Tampojung Tengah and Sana laok villages, while mamin and tobacco are mostly occupied by people in Bajur village.

Table 9. OVOP-based village's superior commodity in Waru District

Village	Superior commodity	Description
Bajur	Honey bee	OVOP reference in 2016, no update until recently
Ragang	Ruminansia cattle	Goat population is counted as 1400, included in the area of BAGIRASA (Bajur, Ragang, Tampojung Tenggara, and Sana Laok) for the development of cow seedling
Tampojung Tenggara	cattle	included in the area of BAGIRASA (Bajur, Ragang, Tampojung Tenggara, and Sana Laok) for the development of cow seedling
Tampojung Tengah	siwalan	High production of siwalan, can be processed to multiple products with many functions
Tampojung Guwa	Buju' bersila bersiti tourist attraction	Religious tourism
Tampojung Pregi	Bamboo	High literation interest, potential for the center of the bamboo-based creative economy
Sana Laok	Siwalan	High production of siwalan, can be processed to multiple products with many functions
Waru Timur	Biopharmaca and vegetables	Tradition over generations for planting the biopharmaca products
Waru Barat	Tourism destination of sonok cattle & trade	Waru icon is connoted as Waru Barat and Waru district is plotted as the second city (with 548 units of shops)
Tagangser Laok	Shallot	Center of shallot production

Pamekasan District

The population of duck, domestic chicken, and goat are considered as superior commodities in Pamekasan district. From the calculation of LC, the duck as a commodity is valued as $LQ = 2,45$ that fulfills the $LQ > 1$. It suggested that the duck and domestic chicken are classified as superior commodities.

Trading dominates the activities in Pamekasan districts, such as the convenience

store, restaurant, food courts, and mini market. The industries in the form of MSMEs for leather and wood are run in Kowel and Toronan. The production is considered high if compared to other villages in Pamekasan district. The businesses in leather and wood production in Kowel village are counted as 97 units, while in Toronan 85 units are identified. The data are taken from MSME industry data for leather and wood businesses (Statistics Indonesia, 2019f).

Table 10. OVOP-based village's superior commodity in Pamekasan District

Village	Superior commodity	Description
Teja Timur	Integrated farming: paddy-catfish-vegetables	Paddy is a district's superior commodity

Panempan	Puli crisp, hydroponic, sadru, domestic chicken	Chicken is considered as the village's superior commodity
Patemon	Crisp-krepek (rungterung, spinach, cassava) & cake	Production of various crisps and cakes
Barurambat Kota	Convenience Store	Numbers of convenience store
Bettet	Soya milk, sinom, tofu and tempe	
Nyalabu Laok	Vegetables and tofu factory	The superior commodity of Pamekasan district
Nyalabu Daya	Duck	Included in village's superior commodity
Bugih	Depot and food court	Numbers of depot and food court
Kolpajung	Krupuk tangguk	Special food of Pamekasan
Kowel	Leather goods	97 business units are available
Toronan	Leather goods	85 business units are available

Palengaan District

Palengaan district is one of the main centers of corn, cayenne and shallot production. For plantation, this district is well-known as the producer of mountain tobacco and herbal chili (Bappeda, 2014b). The result of the LQ calculation on crops in 2018 resulted in corn, cassava, soya bean, and dry field paddy as superior commodities. In 2018, the corn was produced as many as 13.640 tons, followed by cassava with 7.324 tons, and soya beans with 1.011 tons. The superior commodities for vegetables are cayenne, cucumber, eggplant, long beans, and mustard. While the commodities of fruits are breadfruit, jackfruit, banana, and sapodilla fruit. For plantations, the superior commodities are coconut and tobacco.

Cattle and domestic chicken are claimed as the superior commodity of Palengaan district. The population reaches approximately 17.891 cows. Aside from cows, another most populated product is domestic chicken with 60.207, bigger in numbers than purebred chicken, laying hen with 20.000 and broilers with 48.000, it is due to the easy maintenance, easy to be commercialized and for personal consumption.

Each village in Palengaan district has its own characteristics, depending on the surrounding resources, yet they share a certain similarity related to industry with the emphasis on people's skill or human resources, such as in the batik industry. This area maintains three villages with more than 75 artisans per village (Statistics Indonesia, 2019e; Disperindag, 2016).

Table 11. Village's Superior Commodity in Palengaan District

Village	Superior commodity	Description
Banyupelle	Batik	High numbers of batik artisans
Rek Kerrek	Gravel or Rock Ash, and cassava	Almost all families from Rek Kerek Laok to Tengah have the gravel-related activities
Angsanah	Batik	High numbers of batik artisans
Akkor	Cigarette	mamin and tobacco that involve 74 households, and the existence of cigarette roll factory
Larangan Badung	Batik	High numbers of batik artisans

Poto'an Laok	Sharia-based economy	Center of Islamic boarding (pesantren) thousands of students
Poto'an Daya		
Kacok	Peanut and long bean	Superior commodity
Palengaan Laok	Plait	39 households involve as the artisans

Larangan District

Larangan district is one of the main centers of cayenne, herbal chili, anchovy, cattle, domestic chicken, and laying hen production (Bappeda, 2014b). The result of the LQ calculation on crops in 2018 resulted in corn and green bean as superior commodities. In 2018, the corn was produced as many as 7.296 tons, followed by green bean with 53 tons. The superior commodities for vegetables are cayenne and tomato. While the commodities of fruits are water apple, orange, soursop, and jackfruit. For plantations, the superior commodities are herbal chili, coconut, tamarind, and kapuk randu.

Larangan district is included as one of the main centers of laying hen and broilers, both are superior commodities (Statistic Indonesia, 2019a). The cow is excluded from the superior commodity, yet every village has an average population of 848 cows, ranging from lower to higher as 353-1.238 cows (Statistics Indonesia, 2019d). This area contributes to processed fish products in Pamekasan Regency, the volume of designated product is recorded as

533-375 kg in 2018. Based on the LQ calculation, it is determined that pindang fish is considered as the superior commodity from Larangan district.

The farming activity, in 2018, particularly for Madura variety beef cattle, was recorded with more than 11 thousand out of the total cow population in Pamekasan Regency that scattered in all areas of villages. Based on the data of cattle population in Larangan district in 2018. The distribution of farming subsector is evenly scattered in all areas of villages. Laying hen as a superior commodity is maintained in Kaduara Barat, Grujugan, Montok, and Larangan Luar villages, while broiler as a superior commodity is claimed by Tentenan Barat, Lancar, and Larangan Dalam villages

Industries in 2018 were dominated by mamin and tobacco. They involve 217 households, followed by non-metallic minerals that employ 101 households. Next, goods made from wood, rattan, and bamboo, which involve 82 households (Statistics Indonesia, 2019d).

Table 12. Village's Superior Commodity in Palengaan District

Village	Superior commodity	Description
Tentenan Barat	Broilers	Production center and district's superior commodity
Grujugan	Laying hen	Production center and district's superior commodity
Blumbungan	Herbal chili	Referring to OVOP in 2016
Larangan Luar	Cattle fatenning	Center of Sentra penggemukan sapi
Panaguan	Orange	Many oranges trees are available
Montok	Vanname shrimp, Talang siring, fresh fish restaurant	Superior commodity for minapolitan area, production center of vanname shrimp
Kaduara Barat	Processed fish	Many processed fish are produced
Duko Timur	Corn	District's superior commodity

Batumarmar District

Batumarmar district is one of the main centers of shallot and corn. For plantation commodities, this district becomes one of the biggest producers of mountain tobacco, as tegal tobacco is also the dominant commodity from this area (Bappeda, 2014b). The result of the LQ calculation on crops in 2018 resulted in corn as a superior commodity. In 2018, the corn was produced as many as 15.980 tons, or equal to 16,95% out of the total corn production in Pamekasan Regency (Statistics Indonesia, 2019b). The superior commodity for vegetables is shallot. While the commodities of fruits are jackfruit, snake fruit, and soursop. This area is recognized as the biggest shallot producer in Pamekasan Regency. Four villages become the centers of shallot production with a total of 130.830 quintals or equal to 70% of total production in Pamekasan Regency, for plantations, the superior commodities are tobacco, cashew, and siwalan.

Batumarmar district is included as one of the centers of beef cattle, which is Madura cow, and goat. The number of the beef cattle population is identified as 24.008 cows (Statistics Indonesia, 2019a) or equal to 12,35% of the total population in Pamekasan Regency, with the LQ = 2,75. Data from Statistics Indonesia (2019b) after being processed, it can be revealed that the superior commodity of ruminansia cattle is nurtured in eight villages out of thirteen. While the highest population of goat are identified in the Blaban village. This area also secures the superior commodities in the capture fisheries and processed fish products, which are: black pomfret, skipjack, mackerel scad, Spanish mackerel, mackerel, song fish, tuna, and lemuru (Bappeda, 2015). Then, fish paste is suggested as processed fish products. The production of processed fish in 2018 was recorded as 21,241 kg (Statistics Indonesia, 2019a).

Table 13. Village's Superior Commodity in Batumarmar District

Village	Superior community	Description
Pangereman	Cattle, shallot	Village's and district's superior commodity
Bujur Tengah	Cayenne	Production center, production in batumarmar is 38% out of the total production in Pamekasan Regency
Bujur Timur	Cayenne	
Ponjanan Timur	Cow, catfish	Village's and district's superior commodity
Ponjanan Barat	Shallot	Village's and district's superior commodity
Bangsereh	Shallot	Village's and district's superior commodity
Blaban	Shallot	District's superior commodity
Tamberu	Song Fish	Superior commodity for capture fisheries
Batu Bintang	Fish Paste	Center of fish paste production, district's superior commodity

Implications on the determination of village's superior commodity by employing OVOP in Pamekasan Regency are listed, as follows:

1. As a reference for the agenda attached in RPJMD, associated with "Thematic Village",

and the establishment as well as the development of BUMDes to optimize the management of the village's superior commodity

2. Each district could set the priority on activity programs that refer to each village's superior commodity

3. Synergy and coordination could be initiated among OPD (Regional Devices Organization) to be focused on developing the local-based superior commodity in each village/district
4. To promote the development of local-resource based small and medium enterprises
5. To embody the village's independent development to produce, process, and market a minimum of one product per village that is commercially valued, through the utilization of local resources and skill.
6. To review the existing policies associated with the village's priority program that is unappropriated with recent updates, that cover the potencies attached to each village/district.

CONCLUSION

The result of research illustrates the potencies that are scattered over the districts (1) Pademawu: marine tourism "oyster-mangrove crab rajungan", anchovy, jumiang beach, seaweed, lorjuk, paddy, banana, rengginang, earthenware, salt, lala' satay (2) Pasean: sonok cattle culture for a tourism destination, cattle seedling, fish paste, coconut, furniture, and processed fish (3) Proppo: batik, culinary of "potoh", aqua tourism, paddy, bamboo craft, "Batu ampar" religious tourism, broiler, tofu factory, peanut, laying hen, domestic chicken, bamboo craft, red chili, peanut. (4) Larangan: broilers, herbal chili, cattle fattening, orange, vanname shrimp, Talang siring, fresh fish restaurant, processed fish, corn and laying hen (5) Batumarmar: Madura variety cow, shallot, catfish, song fish, fish paste and cayenne 6) Palengaan: batik, gravel, cassava, cigarette, keripik tette, pesantren-based economy, peanut, and crisp, plaid, peanut, long bean, Genting and bentoel (7) Pegantenan: krepek tette, pepper, durian and avocado, cigarette roll,

cayenne & leek, agro-tourism (durian, kelengkeng, avocado, rambutan), subak batik, processed cassava, taro, tette, laying hen, agro-tourism (fruits-picking and Puncak ratu tourism). This area is the center of durian production, biopharmaca, particularly ginger, vegetables, and other fruits, such as klengkeng, avocado, rambutan, mango, cattle (8) Waru: cattle, bamboo, siwalan, biopharmaca, and vegetables, trading, and sonok cattle culture for a tourism destination, shallot, buju' bersila bersiti tourism (9) Galis: Paddy, salt minapolitan city (salt, mangrove tourism, mud coffee), shrimp and crab, crisp, dried fish/paron anchovy, rajungan and crab, tobacco, cattle, bag craft, and wallet. 10) Tlanakan: goat, paddy, processed fish, Spanish mackerel, fresh fish restaurants, and herbal products, trout/dried fish, Api Tak kunjung Padam tourist attraction, soccer field, creative economy center, laying hen, processed corn and green bean, chili, krepek tette (11) Kadur: watermelon and cassava, coconut, cattle and banana, corn - agro-tourism, coconut, keppok banana, brown sugar, and domestic chicken, laying hen and woven mat, brown sugar and siwalan. (12) Pakong: Natural tourist attraction "agro-tourism & Bukit Brukoh", Tape, paddy, catfish (13) Pamekasan: integrated farming: paddy-catfish-vegetables, puli crisp, hydroponic, sadru, domestic chicken, krupuk-krepek, cakes, convenience store, duck, depot and food court, krupuk tangguk, leather-made goods, soya milk, sinom, tofu tempe, vegetables, and tofu factory.

ACKNOWLEDEGMENT

Authors' gratitude towards Bappeda Pamekasan Regency that involved authors in the 2019 OVOP drafting in Pamekasan Regency.

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