

## Pengembangan model bisnis swasta berbasis kemitraan untuk menopang perkembangan ekonomi berkelanjutan desa = Private-partnership business model to support rural sustainable economic development

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### Abstrak

Pembangunan ekonomi berkelanjutan seharusnya tidak hanya ditanggung oleh pemerintah sebagai aktor utama. Kehadiran sektor swasta yang dapat menciptakan *shared value* melalui operasi bisnis mereka diperlukan dalam mempertahankan pembangunan ekonomi masyarakat lokal di mana perusahaan beroperasi. Untuk mencapai hal tersebut, *private-community partnership* mampu menjadi cara yang potensial bagi bisnis meningkatkan *competitive advantage*-nya dan di saat yang sama mengembangkan perekonomian masyarakat lokal. Penelitian ini bertujuan untuk membangun model terkait *private-community partnership* dengan meneliti bisnis penggemukan domba Alifa Farm. Hasil pemodelan menggunakan pendekatan *system dynamics* menunjukkan pentingnya pasokan bakalan atau bibit domba dalam mempertahankan pengembangan program kemitraan. Oleh karena itu, alih-alih memfokuskan kemitraan pada program penggemukan domba, program pengembangbiakan domba merupakan alternatif untuk menyelesaikan masalah pasokan bakalan domba tersebut. Hasil simulasi dari intervensi menunjukkan peningkatan jumlah warga di komunitas lokal yang dapat merasakan manfaat kemitraan. Maka dari itu, kerja sama antara Alifa Farm dan pemerintah diperlukan untuk menyukseskan intervensi kebijakan tersebut.

.....Sustainable economic development should not just be borne by government as the primary actor. The presence of private sectors that could create shared value through their business operation is needed to take a role in sustaining their local community's economic development. Private-community partnership is a potential way for businesses to gain competitive advantage while also fostering its local community. Therefore, this research aims to construct a model regarding private-community partnership by studying Alifa Farm's sheep-fattening business. Key variables along with their interdependences and interrelations in this business-community partnership are identified and modelled by using system dynamic methodology. The simulation results show the importance of lamb supply in sustaining the development of the partnership programs. Therefore, instead of focusing its shared value only through sheep fattening partnership program, sheep breeding program is an alternative to solve the lamb supply issues while expanding Alifa Farm's role in sustaining and developing the local community's economic development. The simulation's result from the intervention shows an increased number of citizens in the local community who are able to experience the benefit of the partnership. However, public-private-partnership with the local government is needed to realize the economic development potential of the intervention.