

## ANALYSIS OF PROBLEMS AND STRATEGIES FOR IMPROVING THE SOCIO-ECONOMIC AGRICULTURE OF LUBUK KERTANG VILLAGE, LANGKAT REGENCY

### *Analisis Permasalahan Dan Strategi Peningkatan Sosial Ekonomi Pertanian Desa Lubuk Kertang Kabupaten Langkat*

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### ABSTRACT

*The role of the agricultural sector is inseparable from the existence of a village which is the smallest regional unit, one of the common characteristics of which is to do business in the agricultural sector. Lubuk Kertang Village is one of the 7 Villages in the District of West Berandan, Langkat Regency, which has large development potential, even more so with the assignment of Lubuk Kertang Village as a Mangrove Forest Ecotourism area. In its development, the village was also faced with various local problems. The research method used was a participatory approach, namely the Participatory Rural Appraisal (PRA) technique. Data analysis was performed statistically descriptive and qualitative. Problems in Lubuk Kertang Village, West Brandan District, Langkat Regency include: agriculture, water, human resource capacity, economy, health, law and morals and institutions. The village problems can be overcome with the development strategy of making the village of Lubuk Kertang an Agro-tourism destination.*

**Keywords: agricultural social economics, village, village problems**

## ABSTRAK

*Peranan sektor pertanian tidak terlepas dari keberadaan desa yang merupakan satuan wilayah terkecil, yang salah satu cirinya yang umum adalah berusaha di bidang pertanian. Desa Lubuk Kertang merupakan salah satu dari 7 Desa di Kecamatan Berandan Barat Kabupaten Langkat yang memiliki potensi pengembangan yang besar, terlebih lagi dengan ditetapkannya Desa Lubuk Kertang sebagai kawasan Ekowisata Hutan Mangrove. Dalam perkembangannya, desa juga dihadapkan pada berbagai permasalahan lokal. Metode penelitian yang digunakan adalah pendekatan partisipatif, yaitu teknik Participatory Rural Appraisal (PRA). Analisis data dilakukan secara statistik deskriptif dan kualitatif. Permasalahan di Desa Lubuk Kertang Kecamatan Brandan Barat Kabupaten Langkat antara lain: pertanian, air, kapasitas sumber daya manusia, ekonomi, kesehatan, hukum dan moral serta kelembagaan. Permasalahan desa tersebut dapat diatasi dengan strategi pengembangan menjadikan desa Lubuk Kertang sebagai destinasi Agrowisata.*

**Kata Kunci:** *sosial ekonomi pertanian, desa, permasalahan desa*

## INTRODUCTION

The village is a legal community that has territorial boundaries to carry out government affairs and the interests of the local community based on community initiatives, origins and rights. According to (Khairul et al., 2017). villages have authority over the principles and objectives of village development based on statutory regulations. So that the village government must carry out its responsibilities properly and openly (Azlina et al., 2017). This is necessary in overcoming various village problems that require immediate attention such as achieving sustainability, meeting the growing food and nutritional needs of the population, overcoming labor mobility towards cities (Jain, 2015). So that the more advanced a village, various village problems will appear. So the village must be able to take advantage of village potentials in finding solutions to village problems.

The development strategy aims at sustainable development to increase equity in sectoral development and community performance, especially in rural areas (Hehamahua, 2015). The success of economic development is inseparable from the management of agriculture and village development (Sjaf et al., 2021). Because the village is a unified whole that describes the life of the community, the environment and social agriculture. Village development must refer to sustainable development that is carried out systematically and planned in order to improve the welfare, quality of life and the living environment of mankind without reducing access and opportunities for future generations to enjoy and utilize it (Budimanta, 2004).

The success of the agricultural sector in the village as a reliable and resilient sector certainly cannot be separated from the role or carrying capacity

of all aspects including all the potentials and problems that exist in the village (Maryam, 2006). Sustainable village development can be started by formulating village problems. In addition, the village must also recognize the existing problems ranging from agricultural problems, economic problems, environmental and social problems. The problem of rural agriculture is a major problem that has the opportunity to cause economic, environmental and social problems. The village problems then become the basis for optimally utilizing the village potential so that the village is able to get out of village problems by developing village potential.

Lubuk Kertang Village is one of 7 villages in the West Berandan District, Langkat Regency. It is located 12 km to the south of the sub-district city, which consists of 5 hamlet areas, 6 RW and 15 RT. With a total village area of 2,515.84 Ha. The largest land use is rice fields, which is 823.03 Ha or 32.71% of the total area of Lubuk Kertang Village. This shows that most of the people of Lubuk Kertang Village make a living as rice farmers. Rice farming is still carried out with a rain-fed system because there is no irrigation infrastructure. This condition is an obstacle for the village and the community to increase the productivity of rice farming which causes the level of farmers' income to be low. In addition to agricultural conditions, the social aspect of the community describes the condition of education which is still low. Next (Profile of Lubuk Kertang Village, 2018).

Lubuk Kertang Village is a village that has the potential to be further developed. Village development can be improved through the development of village economic potential and become a forum for village communities to develop themselves and their environment independently and participatively (Susislo, 2011). In addition to the potential of the village, the village also has weaknesses, among others; infrastructure and socio-economic facilities in the village are still minimal, the productivity of human resources is low and the distribution of productive labor is not evenly distributed (Purba, 2008). The weakness of the village is a village problem, if a solution is not found then the village community will receive the impact of the problem. So that village problems become an important aspect that must be solved by trying to take advantage of the potential that exists in the village.

The development of the productive business sector in the community as well as the active role of village officials and village communities shows the village's participation in the success of the government's development program to create an independent village for the welfare of the village community (Yasa & Purbadharmaja, 2019). In an effort to improve socio-economic agriculture in Lubuk Kertang Village, strategies and methods are needed to develop the potential of the village so that it can be utilized as much as possible for the prosperity of the community (Muhi, 2012). The development of Lubuk Kertang Village is very important to improve the living standard of the village

community. Village potential, such as natural resource potential, human resource potential, village economic potential, village socio-cultural potential, institutional potential and village facilities and infrastructure are important aspects to encourage village development.

This study aims to find out the problems that exist in the village of Lubuk Kertang and strategies to overcome the village's problems.

## **RESEARCH METHOD**

### **Research Location**

The location determination was carried out purposively by taking into account the potential of Lubuk Kertang village as one of the villages that has agricultural potential as a center for rice farming in Langkat Regency.

### **Population and Research Samples**

The population that will be used as research samples are people who represent village institutions, which consist of BPD Institutions, LPMD Institutions, Karang Taruna Institutions, Masjid Youth Institutions, PKK Institutions, Farmers Group Institutions, Forestry Group Institutions, Crafts Group Institutions, Customary Institutions and Institute of Sports and Cultural Arts. From each of these institutions are represented by 3 people so that the total number of representatives from each institution is 30. Thus, the sample used is 30 respondents. The sampling technique is purposive sampling technique, namely sampling deliberately based on certain provisions, namely the sample can read and write.

### **Data Collection and Data Analysis Techniques**

The type of research data is primary data and secondary data. The primary data collection technique is a participatory approach that is Participatory Action Research (PAR) with the Participation Rural Appraisal (PRA) method. The village has a democratic tradition in which openness, deliberation and participation are pillars in decision - making (Jafar, 2015). The approach taken by the PRA method is to conduct Focus Group Discussion (FGD). FGD is a data collection technique that is generally carried out in qualitative research (Bungin, 2005). In addition, McLafferty (2004) explained that the FGD method as an ideal methodology in qualitative research has not yet been achieved.

The data analysis technique used is descriptive statistics and qualitative analysis, namely describing and analyzing the data that has been obtained qualitatively. After identifying the village problems, it is necessary to unravel the existing village problems to find the relationship between the problems that arise using Logical Framework Analysis (LFA). SWOT analysis is used to determine

the village potential development strategy. In the SWOT analysis, internal factors (strengths and weaknesses) and external factors (opportunities and threats) are identified and then to determine the village potential development strategy, the SWOT matrix is analyzed. This method has been widely applied when designing development strategies as research conducted by Harlan et al. (2021) for designing marketing strategies, Aspan et al. (2015) for designing regional development strategies.

## RESULT AND DISCUSSION

### **Problems of Lubuk Kertang Village, West Berandan District, Langkat Regency**

The village has an important role in producing various needs of human life. Various resources are available in the village. Natural resources consisting of agriculture, animal husbandry, fisheries and marine sectors contribute to community food consumption. In addition, natural resources produced by villages also contribute to the economy to encourage economic growth. Farmers have not maximized their potential so they have not contributed to improving the family economy (Djumaty & Nina, 2020).

Such a significant role of the village will not be achieved if the village and all the problems in the village are not heeded. This is because villages are only able to contribute to the economy if they have the power to solve existing problems. Each village has different problems. A developed village is not a village without problems. But developed villages are able to solve problems and try to make capital to become developed villages.

Based on the Logical Frame Analysis (LFA), the overall problems of the village resulted in the low income of the Lubuk Kertang villagers. In the aspect of agriculture, there are four types of farming, namely vegetable farming, cattle and goat farming, rice farming and oil palm plantations, which have started to interest the community. With small capital ownership in farming, management of farming is less than optimal so that business income also becomes low.

Water includes water sources and functions as a supporter of human life. Water is needed by every living thing to survive and also daily activities. Noting that the village area of Lubuk Kertang is a coastal area with brackish water conditions so that the availability of clean water is still limited. Because of the limited availability of water, the paddy farming in the village of Lubuk Kertang is carried out with a rainfed system that can be done twice a year. At the time of the rice harvest, grain prices decreased resulting in low income for farmers. These conditions encourage the community to convert rice farming into oil palm. The result of the same research were found by Ismail (2104) that some other females have indicated water as their problem

Economic aspects show a high level of unemployment in the village, difficulty in marketing handicrafts, limited job opportunities and the role of housewives who are still low in improving the family economy. This results in low income.

The aspect of human resource capacity shows that the motivation of youth to receive education to tertiary education is low, causing low levels of education and various economic problems which ultimately result in low income level. The low level of education causes inadequate human resources in developing village potentials and a lack of village youth confidence in developing their own potential. This causes the productivity of youth and society to be low, which in turn results in low income level. The result of the same research were found by Hikmah (2022).

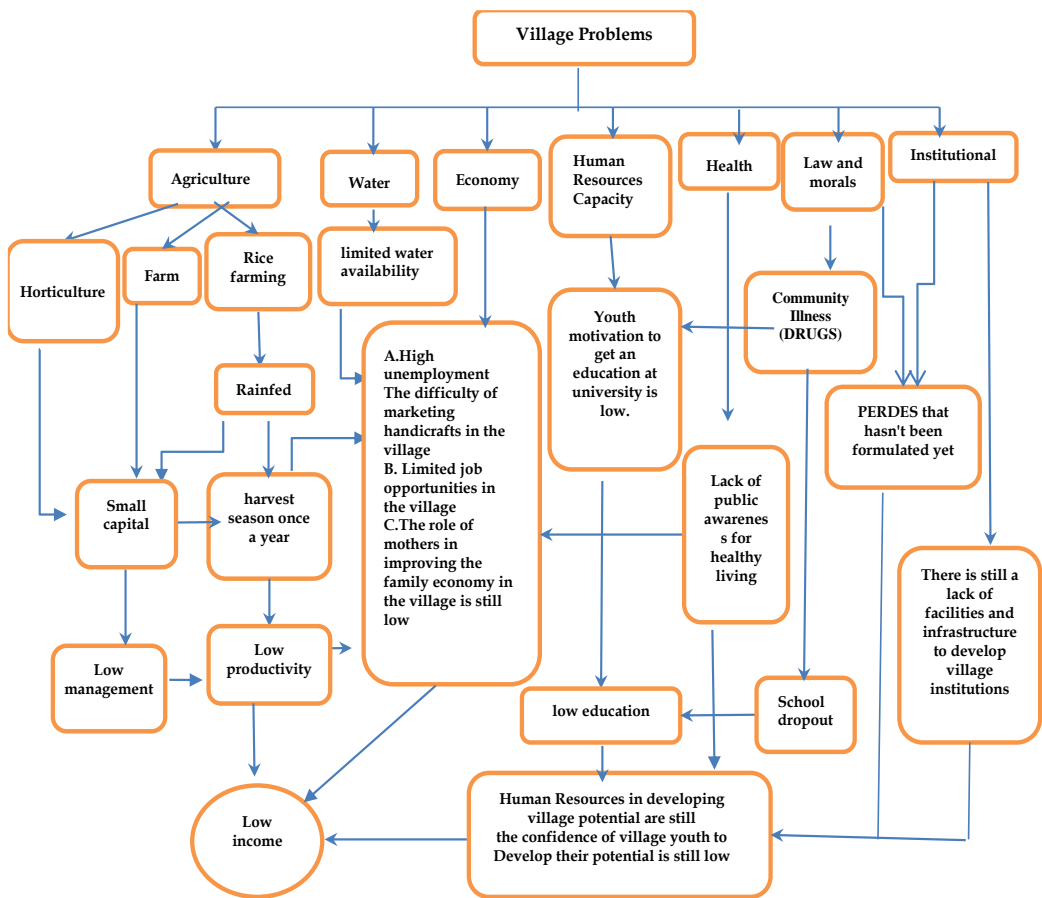


Figure 1. Logical Frame Analysis (LFA)

In the aspect of health, there is a lack of public awareness for healthy living due to low education levels, which in turn causes low productivity resulting in low income level. Law and morals show the increasing disease of society, namely narcotics and illegal drugs (narcotics), which causes adolescent motivation for low education and teenagers dropping out of school, low level of education, youth are less able and do not have the confidence to develop their own potential. Furthermore, village regulations (Peraturan Desa/Perdes) which have not yet been formulated have caused the management of agricultural activities to be below par, for example in terms of raising livestock that are still in the business of roaming freely in residential areas and agricultural land, resulting in low incomes. Institutional aspect shows that there are still lack of facilities and infrastructure to develop village institutions, for example to develop youth potential in the village in the field of sports and arts, so that young people lack the ability to develop village potential and lack confidence.

### **Solution to village problems.**

Economic aspects become one of the solutions to existing problems. To develop these economic aspects, a SWOT analysis was carried out on the internal environmental conditions and the external environment in general from the village of Lubuk Kertang. SWOT analysis is done by taking into account the internal environment consisting of strengths and weaknesses. The external environment it self consists of opportunities and threats. Based on the data that has been processed to produce IFAS and EFAS matrix.

Based on Table 1 it is known that the highest strength factor is found in has the potential for rice farming with a yield of 7-8 tons per planting season. In the weakness factor, the highest score is found in Job opportunities in the village are limited.

Table 2 shows that the highest score on the opportunity factor is in E-Commerce to market village products. the highest scoring threat factor is found in handicraft products on the market continue to innovate and better in terms of creativity and Conversion of rice farming to oil palm plantations by outside.

Table 1. Internal Factor Analysis Strategy (IFAS) Matrix

Internal Factor			
Strength (S)	weight	Rating	score
Located in the border area of the Malacca Strait	0.10	3	0.28
Has many rivers that are connected to the waters off the Malacca Strait	0.10	3	0.24
Has a wealth of diverse natural resources.	0.11	3	0.29
Has a beautiful Mangrove forest area.	0.12	3	0.41
Has the potential for rice farming with a yield of 7-8 tons per planting season	0.12	4	0.49
Has the potential of raising cattle and goats	0.11	4	0.45
Has fertile agricultural land	0.12	4	0.47
Youth in the village have the ability to produce handicraft products such as purines, handicrafts made from coconut shells, agate crafts, and so on, with basic ingredients sourced from Lubuk Kertang Village	0.10	3	0.30
Has the potential of participatory social resources	0.10	3	0.26
Total	0.98	30	3.19
Weakness (W)			
The rice farming system is still irrigated by rain.	0.11	1	0.15
Cattle and goat farming business community which is still conducting free-range agriculture in the neighborhood.	0.10	1	0.14
Job opportunities in the village are limited.	0.15	2	0.34
Village youths have difficulty in marketing village handicrafts.	0.10	1	0.14
The level of formal education in the community is still low	0.14	2	0.32
Widespread community disease, namely DRUGS	0.11	2	0.23
Village Regulation (PERDES) which has not yet been formulated	0.08	1	0.11
Lack of public awareness for a clean environment and healthy living.	0.10	1	0.14
Extended travel time to the village from Langkat Municipality and the Capital City of North Sumatra Province.	0.10	1	0.14
Total	0.99	12	1.71
Strength (S) - Weakness (W)			1.48



Table 2. External Factor Analysis Strategy (EFAS) Matrix

Eksternal Factor			
Opportunity			
Increasing interest of foreign and domestic tourists in the beauty of Mangrove forest.	0.10	3	0.24
Regional and national exhibitions to promote the potential of the village of Lubuk Kertang.	0.10	3	0.26
E-Commerce to market village products.	0.13	4	0.47
Lubuk Kertang village web site to introduce the potentials of Lubuk Kertang village.	0.12	4	0.43
Village development program by PERTAMINA	0.11	3	0.29
Independent Farmer On Farm Development program by BULOG	0.10	3	0.26
The potential of Mangrove forests which is widely used as a tourism education and research destination by educational institutions and government.	0.13	4	0.44
Domestic and global market consumer demand for handicrafts made from coconut shells.	0.10	3	0.24
Consumer demand for unique healthy snacks made from Mangrove leaves such as Jeruji crackers.	0.12	3	0.31
Total	1	30	2.93
Threat (T)			
Many natural resources are used as products to benefit unilaterally by outside investors.	0.12	1	0.16
Internet facilities in the village are often misused by the village community.	0.11	1	0.12
Exploitation of natural resources in Excavation Site C tends to be excessive and not well managed by employers.	0.13	1	0.15
Handicraft products on the market continue to innovate and better in terms of creativity.	0.10	2	0.21
The speed with which unhealthy and unhealthy information is absorbed by teenagers through the internet.	0.13	1	0.17
Conversion of rice farming to oil palm plantations by outside	0.11	2	0.21
Conversion of Mangrove forest land use by certain external parties.	0.12	1	0.16
Unstable economic condition.	0.11	1	0.14
Job opportunities in the construction labor sector so that farmers switch professions and work outside the village.	0.10	1	0.11
Total	1	11	1.43
Opportunity - Threat (T)			2.3

Based on Table 1 and Table 2, a total score of IFAS 1.48 and EFAS 2.3 is obtained to produce a SWOT diagram as shown in Figure 2.

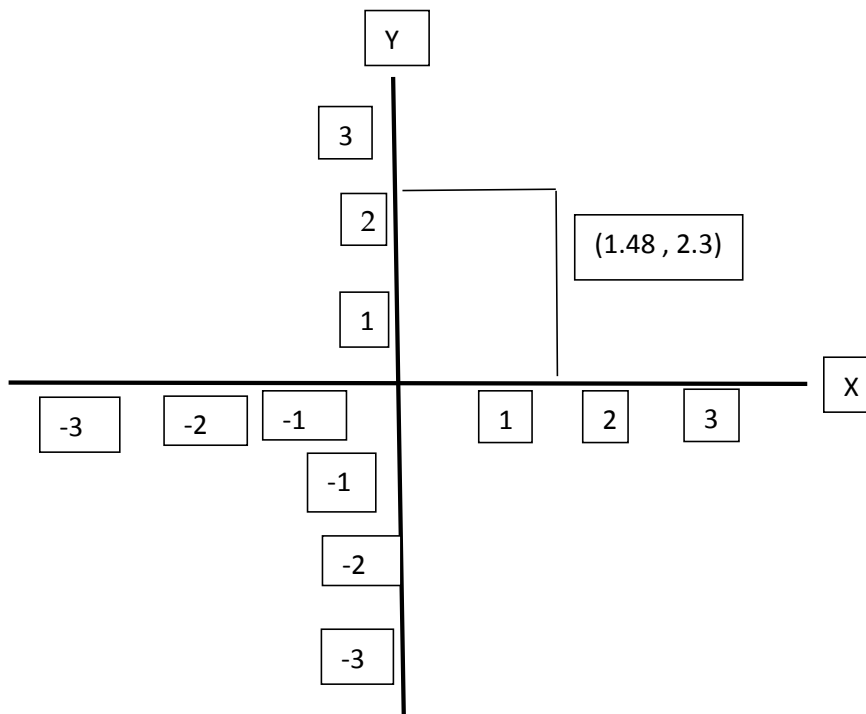


Figure 2.  
SWOT diagram

Figure 1 shows that with the SWOT diagram it is known that the solution to the problems of Lubuk Kertang Village is in quadrant I, meaning that Lubuk Kertang Village is advised to carry out an aggressive strategy, namely utilizing strength to benefit from opportunities.

**Matrix SWOT**

Table 1. of results of the SWOT matrix for strategic solutions to overcome the problems of Lubuk KERTANG village

<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;">Internal</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;">Eksternal</div>	<p style="text-align: center;">Strength (S)</p> <ol style="list-style-type: none"> <li>1. Located in the border area of the Malacca Strait</li> <li>2. Has many rivers that are connected to the waters off the Malacca Strait</li> <li>3. Has a wealth of diverse natural resources.</li> <li>4. Has a beautiful Mangrove forest area.</li> <li>5. Has fertile agricultural land</li> <li>6. Youth in the village have the ability to produce handicraft products such as purines, handicrafts made from coconut shells, agate crafts, and so on, with basic ingredients sourced from Lubuk Kertang Village</li> <li>7. Has the potential of participatory social resources</li> </ol>	<p style="text-align: center;">Weakness (W)</p> <ol style="list-style-type: none"> <li>1. The rice farming system is still irrigated by rain.</li> <li>2. Cattle and goat farming business community which is still conducting free-range agriculture in the neighborhood.</li> <li>3. Job opportunities in the village are limited</li> <li>4. Village youths have difficulty in marketing village handicrafts.</li> <li>5. The level of formal education in the community is still low</li> <li>6. Widespread community disease, namely DRUGS</li> <li>7. Village Regulation (PERDES) which has not yet been formulated</li> <li>8. Lack of public awareness for a clean environment and healthy living.</li> <li>9. Extended travel time to the village from Langkat Municipality and the Capital City of North Sumatra Province.</li> </ol>
<p style="text-align: center;">Opportunity</p> <ol style="list-style-type: none"> <li>1. Increasing interest of foreign and domestic tourists in the beauty of Mangrove forest.</li> <li>2. Regional and national exhibitions to promote the potential of the village of Lubuk Kertang.</li> <li>3. E-Commerce to market village products.</li> </ol>	<p style="text-align: center;">S-O strategy</p> <ol style="list-style-type: none"> <li>1. Developing Lubuk Kertang village apart from being a Mangrove forest tourism village, it is also a tourism village for the agricultural sector and coastal areas.</li> <li>2. Increase village promotion through the internet.</li> <li>3. Conducting E-commerce training for village youth.</li> </ol>	<p style="text-align: center;">W-O Strategy</p> <ol style="list-style-type: none"> <li>1. The need to build a reservoir for rice farming needs and to develop a tourist village in Lubuk Kertang village.</li> <li>2. It is necessary to promote villages to find sources of funds in the construction of reservoirs based on tourism villages.</li> </ol>

<ol style="list-style-type: none"> <li>4. Lubuk Kertang village web site to introduce the potentials of Lubuk Kertang village.</li> <li>5. Village development program by PERTAMINA Independent Farmer On Farm Development program by BULOG</li> <li>6. The potential of Mangrove forests which is widely used as a tourism education and research destination by educational institutions and government.</li> <li>7. Domestic and global market consumer demand for handicrafts made from coconut shells.</li> <li>8. Consumer demand for unique healthy snacks made from Mangrove leaves such as Jeruji crackers.</li> </ol>	<ol style="list-style-type: none"> <li>4. Build the sustainability of existing coaching programs in the village.</li> <li>5. Increase the capacity of youth and society in general by increasing the use of natural resources to be processed into value-added products.</li> </ol>	<ol style="list-style-type: none"> <li>3. The need for coaching village youth in the use of healthy and quality internet.</li> <li>4. The need to increase the motivation of formal education for youth.</li> <li>5. The need to make PERDES to improve the quality of life of people who are healthy and have civilization.</li> </ol>
<p style="text-align: center;">Threat (T)</p> <ol style="list-style-type: none"> <li>1. Many natural resources are used as products to benefit unilaterally by outside investors.</li> <li>2. Internet facilities in the village are often misused by the village community.</li> <li>3. Exploitation of natural resources in Excavation Site C tends to be excessive and not well managed by employers.</li> <li>4. Handicraft products on the market continue to innovate and better in terms of creativity.</li> <li>5. The speed with which unhealthy and unhealthy information is absorbed by teenagers through the internet.</li> </ol>	<p style="text-align: center;">S-T Strategy</p> <ol style="list-style-type: none"> <li>1. Increase community participation in the development of Lubuk Kertang village into an integrated tourism village starting from agricultural tourism, mangrove forests and coastal areas.</li> <li>2. To provide guidance to youth in the use of the internet.</li> <li>3. Increase agricultural potential to increase farmers' income.</li> <li>4. Innovate and produce creative handicrafts.</li> </ol>	<p style="text-align: center;">W-T Strategy</p> <ol style="list-style-type: none"> <li>1. Increase youth capacity with social and cultural programs.</li> <li>2. Build partners with distributors of handicraft products.</li> <li>3. Improving the management of the potential of village handicraft products.</li> </ol>

<ol style="list-style-type: none"> <li>6. Conversion of rice farming to oil palm plantations by outside entrepreneurs.</li> <li>7. Conversion of Mangrove forest land use by certain external parties.</li> <li>8. Unstable economic condition.</li> <li>9. Job opportunities in the construction labor sector so that farmers switch professions and work outside the village.</li> </ol>		
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Based on the internal and external environment of Lubuk Kertang Village which includes its strengths, weaknesses, opportunities and threats, the solution to the village's problems can be made using a SWOT analysis strategy.

***S-O Strategy***

The S-O strategy is a strategy used by utilizing existing strengths to obtain existing opportunities. With the S-O Strategy, Lubuk Kertang village takes advantage of the potential of agricultural villages and mangrove forests as tourist villages. The development of tourist villages will improve the local economy of the community. As Mayarni and Geovani (2018) and Budiyah (2020) stated that Tourism Villages provide opportunities local communities to develop and improve the overall economy. Furthermore, Harahap (2020) argues that apart from providing economic benefits, mangrove forests also provide environmental benefits for the preservation of coastal and marine ecosystems in Lubuk Kertang Village. The potential for developing village youth handicraft products is also in line with developing village potential through the use of e-commerce digitalization.

***W - O Strategy***

The W-O Strategy uses the weaknesses of the Village to take The W-O strategy takes advantage of Village weaknesses to take advantage of existing opportunities. With the W-O strategy, villages can take advantage of e-commerce in marketing various village products ranging from agriculture, mangrove forests and handicrafts as well as village culinary products that have local wisdom values. Likewise, irrigation development in the village is a solution to increase rice production, taking into account that the village has many potential streams of tributaries. The development of agricultural potential is a strategy to increase the productivity of rice

farming and develop integrated agro-tourism starting from the rice farming sector, mangrove forests and village coastal areas to open new jobs for the community. This effort is a stimulant to encourage people to be actively involved in improving their environment (Petrevska & Dimitrov, 2013). Furthermore Pamungkas and Mohammad (2015), argued that the development of tourist villages has an effect on expansion job opportunities through creation work and shifts of main jobs as well as opportunities. The rice farming sector with Super Impare Varieties (IR) produced by village farmers is of good quality, juicy and delicious. And the production of 8 tons per hectare per planting season is an opportunity for the village to increase rice production and can make the rice agricultural sector the village's superior product. Furthermore, Harahap (2020) argues that in increasing farmer productivity it is necessary to improve farming techniques with crop rotation patterns in addition to maintaining the fertility of rice fields as well as to maintain the economic stability of farming families.

### ***S-T Strategy***

The S-T strategy is used to avoid all threats by utilizing the existing strengths in the village. Village potential with village natural resources that have not been optimally utilized needs to be developed as a strategy to build village independence so that it is able to face all threats. Then from the aspect of human resources, increasing the knowledge and technology of the village community is an effort to avoid various threats (Faqih & Prawoto, 2021). The development of an integrated tourist village, starting from agricultural tourism, mangrove forest tourism and coastal areas is a solution to utilize human resources in the village to be directly involved in village economic development. As development village potential aims to encourage realization of village community independence through the development of superior potential village (Suranny, 2021). Furthermore, tourism villages will open up additional opportunities for livelihoods for local communities apart from agriculture and the sea, which will increase people's income. As with job opportunities in the village, farmers will not change professions to become construction workers who often have to go out of town and involve boys so that they drop out of school.

### ***W-T Strategy***

The W-T strategy is a strategy used to reduce weaknesses and avoid threats. The strategy adopted is to increase the capacity of youth in social and cultural activities. By increasing youth capacity in various village development activities, youth can be kept away from unhealthy promiscuity and drugs. So the village must provide opportunities for

youth to develop their creativity as Prabawati (2019) from the results of his research shows that the main factor influencing youth to play a role in sharing activities is the opportunity from the village.

Potential natural resources are used to overcome weaknesses by exploiting existing threats. So the potential for purun, coconut shell and mangrove leaf snack products needs to get assistance and training for business management and product marketing. As Nilzam et al. (2020) stated that mentoring and training activities will increase the understanding and competence of better citizens. Sustainability of production activities must also be maintained with various creativity, innovation and management of raw material resources. Furthermore, the aspect of production sustainability is inseparable from the importance of building partnerships. By doing partnerships, village products will develop and artisans will innovate and be creative to produce products that match market demand. As the results of research by Suherlan et al. (2020) shows that the partnership strategy is a powerful strategy for creating prosperity the community that became the goal of the formation of the Gubugklakah Tourism Village.

## CONCLUSION AND SUGGESTION

### Conclusion

1. Problems in Lubuk Kertang Village, West Brandan District, Langkat Regency include: agriculture, water, human resource capacity, economy, health, law and morals and institutions. All of these problems cause low community productivity and ultimately cause low community income level.
2. The solution to the village problem by utilizing the potential in Lubuk Kertang Village, West Brandan District, Langkat Regency is as follows: S-O strategy by developing Lubuk Kertang village not only as a Mangrove forest tourism village but also a tourist village for the agricultural sector and coastal areas. W-O strategy by building reservoirs for the needs of rice farming and to develop tourist villages in the village of Lubuk Kertang, S-T Strategy by increasing community participation in the development of the village of Lubuk Kertang into an integrated tourism village ranging from agricultural tourism, mangrove forests and coastal areas, and W-T Strategy by increasing youth capacity through social and cultural programs.

## Suggestion

Strategies to find solutions to village problems require active participation from the community to want to get out of the existing problems. So that the strategies that have been obtained can be implemented to achieve the goals and objectives in achieving sustainable rural agricultural development.

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