Regional Transformation Management Using Nine Components Competitiveness Model for SDG'S

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Abstract. This research important to carry out because economic competitiveness represents the ability of local governments their strategic role in the global market which will show sustainable economic growth, Banjarbaru is the new capital where previously at Banjarmasin as capital oh South Kalimantan. If this research was not carried out there would be 10,869 small and micro business groups would not be able to compete in the global market". 'Research questions (1) how the revitalization and (2) what the strategy carried out'. 'Qualitative research using the System Dynamics Model describes the relationship between cause and effect'. 'Research results show (1) In the Revitalization of UKM found that (a). there is no standardization of prices for regional superior products', '(b)'.'the product durability is low','(c)'.'UKM are unable to keep up with high competition', (d).'The technology digital capabilities in marketing are still low', (e). 'In terms of quality, customers are optimistic and satisfied with the quality', (f).'Long service life' (g). 'The government has not yet carried out diversification as a business incubator', (2). 'The innovation strategy implemented' (a).'Champion UKM application', (b). 'bootcamp', (c).'Digital Village' (d). portal and marketplace (e). Craft program. (f). go UKM (g). Multimedia studio for product photos and podcasts(h). Procurement of cars' (i) ''Development of co-working space'. 'This research concludes that needs to be improved most standardization prices for superior products', 'regional government strategy it is necessary to make various real efforts that can be directly enjoyed by the community', 'and open marketing as widely as possible'. Breadth'.

Keywords: management, transformation, competitiveness management, sustainable growth

1 Introduction

This research important to carry out because economic competitiveness represents the ability of local governments their strategic role in the global market which will show sustainable economic growth if this research was not carried out there would be 10,869 small and micro business groups would not be able to compete in the global market this research questions (1) how the revitalization and (2) what the strategy carried out this research using qualitative research using the System Dynamics Model describes the relationship between cause and effect". However it is not easy to revitalize UMKM (O'Regan , 2016) because small businesses only have limited innovation space limited

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capital limited knowledge and skills and the number of sales is limited compared to the costs of innovation (Roger, 2004) from the data above it can be said that the highest number of micro businesses increased in 2018 by 38% with the addition of 2,553 micro businesses while from 2019 to 2020 only increased by 849 micro businesses (8%) the following year experienced stagnation without an increase perhaps the product Micro businesses experience a level of saturation

2 Literature Review

Reducing the poverty line, reducing the increasingly unequal distribution of income and reducing the existing unemployment rate it is clear that development must be seen as a multidimensional process (Mudrajat,2023)'.'This research using government theory running of a government cannot be separated from the economic potential of a region because existing economic capacity in the region which is possible and worthy of development will be continue to develop into a source of livelihood for the local people and can help the regional economy as a whole to develop independently and sustainably (Soeparmoko,2002) The city experienced significant changes after it became the administrative center of the province (Vina Azhariska,2024) because after becoming the provincial capital, it must be able to reduce dependence on budget transfers from the central government this means that city must be independent (Pradana&Handayani,2023)."

The transitional government system from city to provincial capital of course there are changes in human resources management where the utilization of humans as workforce their potential functions optimally to achieve prosperity (Sedarmayanti,2017) human resource development concerned with ensuring fully integrated into strategic planning; are interconnected both across policy areas and across hierarchies and practices are accepted and used by line managers as part of their daily work day (Guest, 1989) in implementation this research we using thinking systems where the level of objectivity of a person's thought patterns and results is considered less than optimal (Bungsu,2020) this experience thinking system very useful in solving problems because we can understand better when the problem recurs (Thalia & Raymond, 2022) Jay W. Forrester studying problems from the perspective of systems that interact with each other in a feedback structure to produce certain system dynamics models are able to capture strategic issues (Betrands,2020:17) . Competitiveness indicators (Muhardi,2019:41) (1) Production costs: labor, utilization of the company's production capacity (2) Quality consists: product appearance product acceptance period, product durability, speed of resolving consumer complaints and product conformity to design specifications (3) Time consists: production time determination reduction of production waiting time and product delivery time determination (4)Flexibility consists of the type of product produced speed of adjustment."

This research Review previous of Ramadani article (2022) was about tourist Attraction Improving Community Welfare in the Village in District of East Regency of which discusses the revitalization" of "tourist attractions and the level of welfare and looks at the obstacles and driving factors. Sri's article (2021) about the Revitalization of Mandu Cave Lembang District Regency where tourism still lacks management, therefore

revitalization is needed Winci's article (2020) about the Coastal Revitalization Policy as an Economic Improvement for the Community of Village Regency, in the article there was an effective economic increase after the revitalization of beach coast." Andi Sultan's article (2018) the article about Revitalization of Traditional Markets as an Effort to Improve the Quality of Life of the Community in District in Islands Regency program position actor of micro group as the object We hope from South Sulawesi Province the level of community satisfaction has also reflected increased welfare.

3 Methods

In this research we collect data with qualitative methods to could find out in depth how the revitalization actually carried out by the local government of the city (Banjar)for various local products. The object observed the object and held direct interactions with informants who came from policy makers the operational scope of this research is focused on revitalizing UKM in increasing the competitiveness of local products based on measurements".

Table 1: Table Competitive Component

'Variable'	'Dimensions'	'Indicator'
Competitive Ward et all (1998:1036-1037)"	'Cost'	1."Cost of production"
		2."Produktifity/activity"
	'Quality'	3'. Production design'
	'Time'	4'.Product durability'
		5'.Response to the product'
		6'.Production time'
		7'.Duration of product using'
	Flexibility	8. Type of Product
		9. Need of confirmity

'Source: Ward et all (1998:1036-1037)'

The research model there are (1) Creating a causal loop model (2) creating a model using qualitative narratives (3) creating a flow diagram model into symbols (4) creating a mathematical model automatically using the language dynamic system models can be used to create strict policy designs and more effective and efficient organizations (Zhang, 2013) dimensions of competitiveness according to Ward et all (1998: 1036-1037) consist of cost quality delivery time and flexibility.Present the materials, methods, survey, questionnaire used for the study. This section should be easy enough for any reader to repeat the study under similar conditions.

Research Frame Work

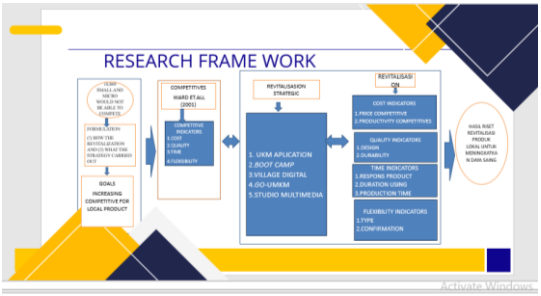

Figure 1 Research Framework

The data can be reach with 28 informant there are 5informant choose from bureaucrat (mayor and head of board) because they do the competitive program product for the featured woman's group who entrusted with government trust legislation to be choose because they make finance policy banking who partnership

Data collection techniques are the most strategic step in research it can be done in various ways data collection is the fundamental methods relied on by qualitative researchers for gathering information are participation in the setting direct observation in-deepth interviewing document review (Chaterine Marshall, Gretchen B Rossman) We using recording device laptop camera to recording interview deep study."

4 Result and discussion

4.1 **Revitalization**

a. Competitiveness

Competitive Production Cost.

To measure the production costs of many superior products, we chose 3 types of superior products based on public enthusiasts they are: cloth for fashion types (name is Sasirangan) , Soto for traditional food types and Purun fashion bags for handy craft fashion. From 3 types we have result that government does not have basic price for cloth but for soto they have price determined with the society

Table 1 Table Competitive Prices of Soto

No	Superior traditional food Roadside Stole	Price
1	Hari'Soto	IDR.15.000 - 30.000
2	Ma Haji; Soto	IDR.16.000 - 40.000
3	Raja Soto Cuwie	IDR. 23.000- 50.000
4	Ratu Sari Soto	IDR.15.000 - 35.000

5	Arjuna Soto	IDR. 7.500 -28.000
6	H. Anang	IDR.40.000 -100.000
7	Depan Spenda	IDR.25.000 - 40.000
8	Bang Amat BJB	IDR.30.000 - 35.000
9	Banjar Banyaman	IDR.29.000 - 50.000
10	Warung Soto	IDR.17.000 - 25.000
11	Rifky Soto Banjar	IDR.30.000 - 45.000
12	Depot Banjar Hikmah Soto	IDR.16.000 - 40.000

Source: Researcher

Table 2 Tabel Competitive Prices of Cloth sasisarangan

No	Superior traditional Cloth fashion Product	Price
1	Sahabat Cloth	IDR.150.000- 190.000
2	Quin	IDR 230.000 - 500.000
3	Taamir	IDR100.000 - 150.000
4	Sasirangan Banjarbaruc cloth	IDR.144.000- 500.000
5	Diyang	IDR275.000- .1.000.000
6	Mandiri Sasirangan cloth	IDR.200.000- 500.000
7	Bengkeng Sasirangan cloth	IDR.120.000- 500.000
8	Toko Batik sasirangan cloth	IDR.119.000- 500.000
9	Yanmara Sasirangan cloth	IDR.150.000- 500.000
10	Shofa Sasirangan cloth	IDR.130.000- 500.000
11	Harum sasirangan cloth	IDR 45.000- 500.000
12	Nayla sasirangan collection cloth	IDR 66.000- 95.000

Source: Researcher

Table 3. Tabel Competitive Prices Traditional of purun bags in 3 producing area

No	Producing area	Price
1	Bali Province	IDR.55.000-400.000
2	Banjarbaru City	IDR 40.000-500.000
3	Banjarmasin City	IDR 30.000-300.000

Source : Observation Research

From the Data we can say that the price from 3 types have various price. Price often used as a competitive tool it said that intense price competition can lead to price wars. (Philip Kotler ,2005:17). At this data, researcher opinion that the government has not yet carried out its function as a regulator in terms of prices for highly competitive products, as a result prices are very fluctuating and there is differentiation between competitors both in one city and with other districts and cities. These price differences are also influenced by design or patterns in fashion. Meanwhile, price differences in culinary delights are influenced by the raw materials. In this case, the government does not yet have standard product prices. If the product is superior, there is a need for product standardization.

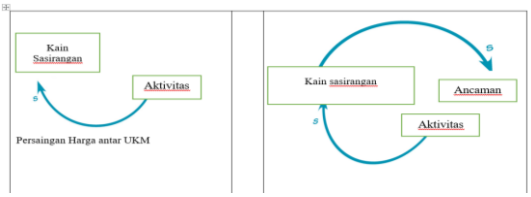

Figure 2 Threat Loop activities

Competitive activities using market places.

The revitalization carried out on types of culinary products in the city includes the government by encouraging UMKM to penetrate digital marketing or e-commerce and the marketplace. We can see the enthusiasm for the growth of UMKM going digital from the optimism of the city government which is targeting MSMEs to be able to market their products via the internet network since 2019. This target is considered to be quite potential to be achieved because UMKM have already entered the digital market. Even though this digital marketing is still below when compared with the same products in surrounding cities and districts.

no or lack of innovation and creativity

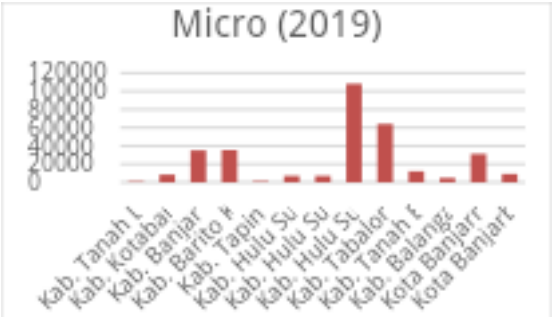

Figure 3 Micro unit in UMKM 2019
Source: One of Kalimantan Data's

From the grafic from 2019 - 2022 micro unit in UMKM are not growth we can see on figure 1,2,3,4

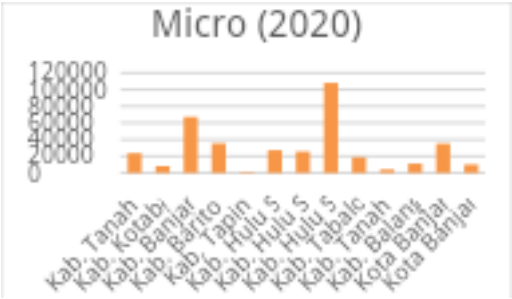

Figure 4 Micro unit in UMKM 2019
Source: One of Kalimantan Data's

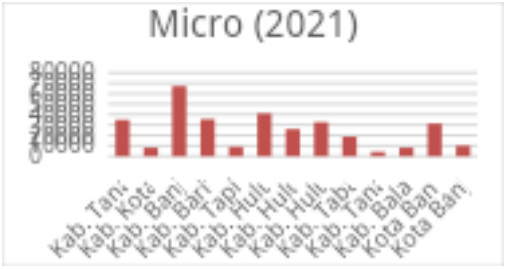

Figure 5 Micro unit in UMKM 2019
Source: One of Kalimantan Data's

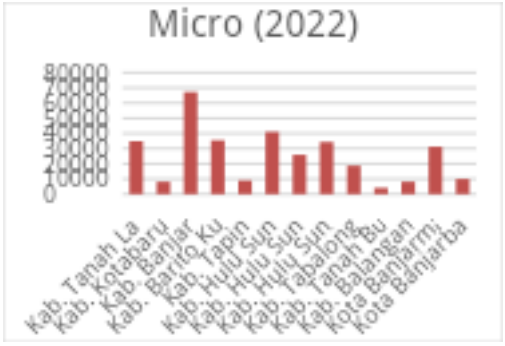

Figure 6 Micro unit in UMKM 2019
Source: One of Kalimantan Data's

To make this program a success, various culinary product especially the Soto Banjar type in the city collaborating with several well-known applications that are successful

in offering marketplace services such as, Tokopedia, Zalora, Blibli, TikTok, Shoppe and OLX. Even though it has quite good prospects and great potential for contribution, the digitalization process still faces various problems at the grassroots level. One example of a new lifestyle adopted by Indonesian people is shopping online through a marketplace which can be accessed via computers, smartphones, notebooks, laptops and various other gadgets In this case we can say that the government in Banjar city opens up public access to market and buy at market places so that they can prosper.

b. Quality

Product appeal.

The product's appeal to consumers carried out by marketing directly or using digital media. Another problem faced in revitalizing UMKM in this city although they are encouraged to market products digitally and also trained in how to deal with digital marketing, in reality they are still not able to encourage readiness to use information technology for UMKM that the level of difficulty is high during this transition period (Nugroho, 2015: 108) and according to Technological readiness is the main element that encourages UMKM to adopt this system (Rahayu and Day, 2019: 146). We say that condition fashion or food also trained but that is not there needed and they are not deal using digital marketing so government programs became useless only a waste of money.

Figure 7 Competitive price of sasirangan
Source: Researcher 2024

c. The exact time for production.

The right time to sell or produce soup/ soto depends on the weather and when the holidays arrive, but to sasirangan cloth product depend on promote because that cloth have different market to high level and that is depend on cloth really needs to be encouraged and promoted by the government because it has a special market segment. We say that when government promoting can be using the aparaturs.in Banjar city using craft organization name is Dekranasda boarding as place of sale cloth, this is great but it would be best if the fabric makers were still featured on site so their products feel knowing.

d. Flexibility.

In flexibility of Soto Banjar culinary UMKM, they have not yet determined sales brand. Knowing needs and attractiveness of consumers will certainly help find a good brand. This also makes it easier to determine market segmentation and marketing strategies to be implemented. The Soto Banjar brand alone is not enough because Soto Banjar is also recognized by several other districts and cities in South Kalimantan, it is difficult to differentiate between them.

The Regional Government has not carried out surveys or market research, which is actually a method for finding out consumer needs through various platforms that contain questions and involve various types of consumers so that data can be obtained as a view in determining priorities and hierarchy of consumer needs. This has not been carried out on the Department's dashboard.

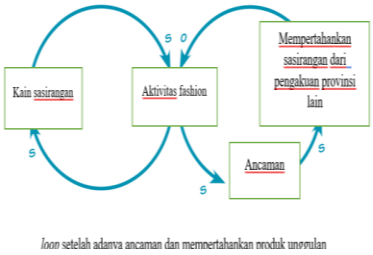

Figure 8 Government function for threat

2. Strategy of Revitalization to be make Inovation

The city government has created many innovation programs to revitalize superior regional products such as:

1.Champion UMKM Aplication.id,

Is application is an application created by the department to display department programs. From the results of interviews and field observations, people are not familiar with the application and do not even use it. Therefore, this research asks who the application is actually intended for. The cost of creating an application website is expensive but it is not connected to the promotion of regional superior products, so the world doesn't know about it. Information systems based on opinions. A system that have the ability to collect information with the aim of displaying data from all sources on the media used (Mcleod & Schell, 2007). Website is a form of information system which is very important for the company or organization in managing its business. Website can be used as a medium for convey information about products or services offered, as well as facilities communication with customers or stakeholders other.

2 Bootcamp Entrepreneur

The Bootcamp, was developed for UMKM efforts to become a smart society in the current digital era, the New Banjar City Government through the South Kalimantan

entrepreneurship Bootcamp business incubator. This activity is one way to balance services for MSMEs through technology really, Bootcamp is not promoting competitive local product but just activity.

3. UMKM digital village,

Represents the modernization of micro unit so that can use digital payment types such as QRIs. online shop, e-banking and others, this helps micro businesses in terms of securing business results.

4. Go UMKM dan SAKU UMKM

Program strategies namely a free shipping (postage) program for UMKM assisted by the Board of communicating and information This program is intended for MSMEs who need goods delivery services with free shipping costs which are covered through subsidies and collaboration with one of the goods delivery services. This program really helps MSMEs, they are also easy to use, have a contemporary economic model and absorb a lot of young workers both as MSME operators and as digital transportation operators.

6. Co Working space

Co working space is a millennial start-up business that can be used as a marketing model and a good tourist impression and is now growing in every sub-district. In this co-working space, they carry out a lot of transactions and information.

Discussion

The Government experienced sidnificant changes after being designated as the provincial capital,especially in fiscal policy, its mean there is a budget allocation from the central government to help the new capital city(Vina Azhariska, 2024). With this strategic position the provincial governmen should be able to optimize financial performance and manage local original income throuh diversification of income sources.

But reality in regional competitiveness has not been able to be independent and this has been left without change

As a result the location of this newly formed provinsce does not have special characteristic forl local products,where local products are also recognizad by other regions because ther is no recognize from the newly formed government.Even though the government's recognition of local products to be competitive is important (Ward Et all,200). Regional characteristics can be included in local products so they are easily recognized.

So according to these theories, newly formed provinces should immediately form the characteristics of their local products by strengthening government recognition. Local products are made with special designs that differentiate them from other regions.

5 Conclusions

Economic competitiveness is a parameter that will represent a region's ability to produce goods and services that are able to compete in the global market. This shows that competitiveness is not only related to production but also competitiveness shows the ability of government management as a whole because everything is interconnected. By Therefore, regional governments have a very crucial strategic role to play because it will show sustainable economic growth. For this reason, regional governments must make various real efforts that can be directly enjoyed by the community, opening up marketing as widely as possible.To be competitive, the government must develop price standardization, product diversification and comprehensive digitalization so that the program can be used in society.

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