

Socioeconomic Development Strategy for Remote Pulau Maringkik Village, East Lombok Regency: A SWOT Analysis

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Abstract

This study formulates a development strategy for remote areas to minimize social and economic disparities, with a specific focus on Pulau Maringkik Village in East Lombok Regency, West Nusa Tenggara. This research uses a descriptive qualitative approach that utilizes interviews with local stakeholders and non-participant observation. The findings reveal significant limitations in facilities and infrastructure, as well as restricted mobility due to the area's geographical isolation, which collectively contribute to persistent social and economic gaps. The proposed development strategies encompass: a) optimizing local resources (tourism and culture), institutional development, and fostering cooperation; b) enhancing the role of local and village governments in infrastructure development and human resource quality improvement; c) developing an economy based on local resources; d) overcoming significant obstacles in accessibility; e) implementing community empowerment and mentoring programs, alongside promoting renewable energy innovation.

Keywords: Remote Areas, Sustainable Development, Development Strategy, Socio-Economic Perspective

Strategi Pembangunan Sosial Ekonomi untuk Desa Terpencil Pulau Maringkik, Kabupaten Lombok Timur: Analisis SWOT

Abstrak

Penelitian ini merumuskan strategi pengembangan daerah terpencil untuk meminimalkan kesenjangan sosial dan ekonomi, dengan studi kasus di Desa Pulau Maringkik, Kabupaten Lombok Timur, Nusa Tenggara Barat. Penelitian ini menggunakan pendekatan kualitatif deskriptif yang memanfaatkan wawancara dengan pemangku kepentingan dan observasi non-partisipan. Temuan penelitian mengungkap keterbatasan fasilitas dan infrastruktur, serta mobilitas yang terhambat akibat isolasi geografis, yang menjadi penyebab kesenjangan sosial dan ekonomi. Strategi pengembangan yang diusulkan meliputi: a) optimalisasi sumber daya lokal (pariwisata dan budaya), pengembangan kelembagaan, dan peningkatan kerja sama; b) penguatan peran pemerintah daerah dan desa dalam pembangunan infrastruktur serta peningkatan kualitas sumber daya manusia; c) pengembangan ekonomi berbasis sumber daya lokal; d) penanggulangan keterbatasan aksesibilitas dan konektivitas; dan e) pemberdayaan dan pendampingan masyarakat, serta inovasi energi terbarukan.

Kata Kunci: Daerah Terpencil, Pembangunan Berkelanjutan, Strategi Pembangunan, Perspektif Sosial-Ekonomi

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INTRODUCTION

Sustainable development is a development concept that not only produces output but also outcomes that can add value to a region (Hakim, 2020). According to Arsyad, (2010), development encompasses social, economic, political, cultural, and security dimensions (Adisasmita, 2006). Sustainable development integrates economic, ecological, and social objectives, focusing on economic growth, social equity, environmental protection, and the rational use of natural resources (Shcherbak et al., 2020).

Economic growth, especially in the primary sector that propels regional economic expansion, is an indicator of development (T. Robinson, 2007). Increased exports are a way of accomplishing this regional expansion (Redu et al., 2023). Additionally, Economic growth and poverty rates often exhibit disparities between urban and rural areas, with rural regions typically experiencing higher poverty levels (Daniels & Minot, 2021). According to one study on Local Economic Regional Development (LERD), endowment resources, social capital, entrepreneurial spirit, local support, and productivity all have an impact on the development of rural places in Indonesia (Rokhim et al., 2017).

Infrastructure and accessibility are crucial for development, but remote areas often face challenges due to difficult topography and uneven population distribution (Dlamini & Vilakati, 2021). Presidential Regulation No. 63 of 2020 (Peraturan Presiden No 63 Tahun 2020,2020) concerning the Acceleration of Underdeveloped Regional Development serves as the foundation for addressing regional disparities in Indonesia. This regulation is operationalized thru metrics such as the Village Development Index (Indeks Desa Membangun), which classifies villages into four categories: underdeveloped villages, developing villages, advanced villages, and independent villages. Then, thru the Ministry of Underdeveloped Villages and Transmigration (Kemendes PD TT), it focuses on developing remote areas to minimize socio-economic disparities.

Inadequate facilities, limited accessibility for vulnerable groups, and lack of transparency in urban planning information remain significant barriers (Ginting & Hidayat, 2024). The Village Development Index (Indeks Desa Membangun) classifies villages into four categories: independent, advanced, developing, and underdeveloped.

Table 1. *Village Status Based on the Developing Village Index in Indonesia 2020-2024*

Year	Independent Village	Advanced Village	Developing Village	Underdeveloped Village
2020	-	-	-	13,961
2021	3,269	-	-	12,635
2022	6,238	20,249	33,881	9,584
2023	11,456	23,035	28,766	7,154
2024	17,203	23,063	24,532	6,100

Source: Kemendesa PD TT, 2024

The mapping results from 2020 to 2024 demonstrate significant progress in village development. The number of independent villages increased substantially from 3,269 in 2021 to 17,203 in 2024. Advanced villages also showed consistent growth, while developing villages decreased as many transitioned to higher categories. Notably, underdeveloped villages declined by more than half, from 13,961 in 2020 to 6,100 in 2024, reflecting the effectiveness of village development policies in reducing regional disparities.

Addressing social and economic disparities requires substantial effort as they are closely linked to the poverty cycle (H. Wirawan & Gultom, 2021). Key interventions include improving accessibility, public health, education quality, and fostering government-community synergy (Ibrahim, 2017). Inadequate educational infrastructure remains a major challenge in Indonesia's remote regions, limiting access to both physical facilities and technology (Yusup, 2024). Additionally, there is an assumption that rural communities are receptive to educational digitalization (Popescu et al., 2020).

Climate factors also influence development opportunities in remote areas, necessitating adaptive strategies for effective implementation (Leal Filho et al., 2020). Law No. 6 of 2014 concerning Villages prioritizes the development of underdeveloped, remote, and outermost regions, emphasizing four aspects: basic needs, basic services, environment, and community empowerment activities (Bender, 2016).

Remote areas are typically characterized by isolation from governmental centers and limited transportation facilities (Çelik et al., 2018). (Soemargono, 1977) classifies remote villages based on criteria such as limited accessibility, distance from growth centers, and geographical isolation. The four types include: a) Type A: limited accessibility; b) Type B: remote due to distance; c) Type C: geographical isolation; and d) Type D: remote for specific reasons. Development in such areas faces constraints in accessibility, infrastructure, and socio-economic conditions (Evans et al., 2023). Socially, this manifests in limited educational and health facilities, including shortages of teachers and healthcare workers (HAJI, 2021). Economically, remote villages often rely on traditional agriculture, which can be enhanced through value-added activities to support sustainable development (Choudhary et al., 2023).

Challenges in economics and transportation further hinder development in remote areas (D. Robinson et al., 2023). In another study, several factors influence development, one of which is the poor, both those in mountainous areas and those on the coast (C. Wang et al., 2020). Coastal communities, in particular, require resilience and preparedness for extreme weather conditions (Irewati et al., 2024). SWOT analysis and factor analysis are commonly used to examine the socio-economic environment of rural areas and develop sustainable development strategies that involve public participation and advanced planning approaches (Shcherbak et al., 2020). However, there is little research that integrates detailed SWOT analysis with participatory local data to create tailored strategies for remote small island villages in Indonesia, particularly villages with unique cultural demographics like Pulau Maringkik Village.

Pulau Maringkik Village, a remote village on Lombok Island with an area of approximately 45 hectares and high population density, serves as the focus of this study. Here is the population growth of Pulau Maringkik Village from 2021 to 2024:

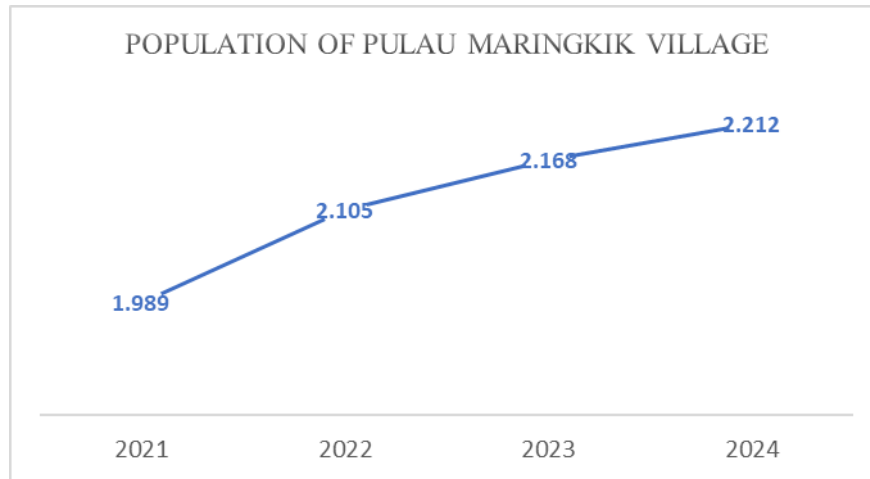


Figure 1. Population of Pulau Maringkik Village, 2024

The population has increased annually, influenced by socio-economic factors (Llewelyn, R. and Williams, 2015). Most residents work as fishermen (Putra, Aprizon; Barlian, Eri; Fatimah, Siti; Heldi; Umar, 2021). The village transitioned from an underdeveloped status in 2016 to a developing village in 2024. Its isolation from mainland Lombok results in significant accessibility and mobility constraints (Atmayanti & Malthuf, 2023). The population is entirely Muslim, with Islamic teachings integrated with local traditions. Environmental conservation is viewed as a divine trust. Although educational attainment is relatively high, few graduates return to the village (Evedi, 2021). This study positions itself within the framework of sustainable development, utilizing its three pillars (economic, social, environmental) as a lens to analyze village conditions and formulate its strategy.

Geographical isolation leads to numerous challenges, including limited access to clean water due to brackish well water (Mulyan, 2019). The government has attempted to distribute clean water through underwater pipelines, but the queuing system remains insufficient. Existing infrastructure is inadequate compared to mainland villages, particularly in terms of access to quality services and basic necessities. The objectives of this study are to offer local governments in NTB practical policy recommendations and a consistent methodology framework for strategic planning in remote locations. Additionally, the goal of this study is to establish a development plan for Pulau Maringkik Village by using a SWOT analysis to examine the village's internal and external socioeconomic environments.

Literature Review

Sustainable Development in Social and Economics Aspect

Development is the ultimate goal of a region's success, which includes economic, social, cultural, political, and environmental development. While development can have positive impacts, it can also have negative ones. One of the impacts of sustainable development is the problem of pollution caused by industrial development (Arsyad, 2010). Sustainable development is a concept of development that aims to produce good outcomes for both the present and the future (Enderson, J. & Remig, M., 2014). This concept is operationalized globally through the Sustainable Development Goals (SDGs). Sustainable development aims

to meet present needs without compromising the ability of future generations to meet their own needs (Todaro, 2000). The three dimensions of sustainable development (economic, social, and environmental) are characterized by: 1) optimal use of natural resources; 2) minimal environmental pollution; and 3) efforts to renew natural resource utilization (Redclift & Woodgate, 2013). Meanwhile, in the concept of regional and rural development, this is used to minimize regional disparities and improve community welfare. Therefore, SWOT analysis plays an important role in formulating regional development strategies, especially for remote villages.

Interregional Growth Theory in Regional Development

Regional development is fundamentally about utilizing local potential (physical, social, and cultural) to improve regional conditions for community welfare (Stimson et al., 2006). The implementation of regional development is evident in the utilization of this potential with the goal of achieving a better regional order and condition for the benefit of the community as a whole (Ascani et al., 2012). The objectives of regional development encompass:

- 1) Social Aspects by Improving quality of life through better housing, healthcare, clean water, transportation, and employment opportunities.
- 2) Economic Aspects: by Promoting sustainable economic growth and advancement.
- 3) Environmental Aspects by Preserving ecological balance amidst resource exploitation.

Interregional growth theory emphasizes economic linkages between regions, where increased income in one area boosts imports and investments, thereby creating employment opportunities (Wei-Bin Zhang, 2024; Stimson et al., 2006). Conversely, declining production may lead to capital flight and hampering regional growth.

Remote Areas Development

Village development focuses on enhancing human capital and ensuring community-environment synergy. Key objectives include: a) increasing economic productivity to reduce poverty; b) promoting income equality and social welfare; c) improving quality of life; and d) maximizing community participation in development (Nurkomala et al., 2023).

METHOD

This research employs a descriptive qualitative approach to provide a realistic and relevant description of phenomena (Helaluddin & Wijaya, 2019; Creswell, 2014). The study focuses on formulating a remote area development strategy for Pulau Maringkik Village. The informants selected through purposive sampling (Sugiyono, 2018) include village officials, community members (such as weavers), community leaders, and representatives from the East Lombok Regency Community and Village Empowerment Office. Data were collected through non-participant observation and semi-structured interviews (Moleong, 2004). Primary data were obtained from interviews, while secondary data came from relevant documents and websites (Ferdinand, 2014). SWOT analysis was used for data analysis (Rangkuti, 2016), with the validity of the data ensured through source triangulation (for example, comparing official data with community interviews) and method triangulation (comparing interview results with observation notes) (Sutopo, 2006).

SWOT Matrix (Rangkuti, 2016)		
	Opportunities	Threats
Strengths	SO Strategies	ST Strategies
Weaknesses	WO Strategies	WT Strategies

FINDING AND DISCUSSION

Analysis of the Social and Economic Internal Environment of the Pulau Maringkik Village Community

Internal environmental analysis considers community and regional development indicators based on local resources, including natural, human, social, economic, and technological resources (Rokhim et al., 2017). Some types of local resources can be categorized as follows: natural resources; human resources; social resources; economic resources; and technological resources (Onnis, 2019). Various elements of local resources can be strategically utilized to support community and regional development, including social capital, social systems, and cultural systems (Suardana et al., 2022). Some indicators used by the researcher in analyzing internal factors in Pulau Maringkik Village:

Demographic Transition in Pulau Maringkik Village

The Pulau Maringkik Village community is comparable to other Lombok Island coastal fishing settlements. Its ethnic variety, with the Bajo tribe dominating and the Bajo language acting as the lingua franca, is one of its unique characteristics. According to interviews, the locals are descended from Sulawesi Island's Bajo, Buton, and Bugis ethnic groups. There is a noticeable disparity between wealthy and poor households, demonstrating social stratification (Camarero & Oliva, 2019). Rich families will have brick homes in Pulau Maringkik community, while impoverished families will have wooden homes.

There are several houses built with bright bricks and wooden house structures that look weathered. The population growth in Pulau Maringkik Village is increasing, as evidenced by the increasing density of settlements, namely the construction of houses (J. Wang & Zhang, 2021). So open space is becoming increasingly scarce. Population growth has led to increased settlement density, with houses built closely together, particularly near the harbor. Road access consists of narrow alleys (1-2 meters wide). According to community member Daeng Mandai:

“Mbo balo kami asalna tekka ma luahang Pulau Lombok, anu tekka ka Gili itu ladas sannah ia mana maroa sampai saat itu. memong aha manditu ngeressa nyaman dan nggai adak na pinda ka pamanang sadiri salibangang ma Gili Maringkik”.

"Our ancestors arrived from outside Lombok Island, settled here, and were unwilling to relocate. Thus, we remain in these crowded settlements."

This statement describes the deep-rooted attachment of the community to the island, which contributes to the high population density despite geographical constraints.

Social Capital, Social Systems, and Cultural Systems as Forming Elements of Local Community Resources in Pulau Maringkik Village

Some of the elements that make up local resources, which the researcher uses as indicators in formulating a strategy for developing remote areas, are as follows:

Social Capital

Serves as valuable investment in human resource development (Li et al., 2019) manifested through leadership, social organization, and social support (Hatu et al., 2019). Furthermore, Four aspects include: mutual trust, exchange, shared norms, and connections (Azhari Evendi, 2021). Leadership is demonstrated by the village head's active involvement in programs like Waste Bank development and Wastewater Treatment Plant (WWTP) management. Collaboration with PT. Bank Dinar Asri for BUMdes capitalization is another example. Social organizations are one form of community empowerment as an effort to improve development in a region (Axinn & Ghimire, 2011). The presence of social organizations among the people of Pulau Maringkik Village is marked by the existence of the PKK women's group, the "Bunga Maringkik" weaving craft group, the youth karang taruna, and the pokdarwis.

Meanwhile, speaking of social norms according to (Anggraeni, 2017) which is ingrained in the community of Pulau Maringkik Village and is related to supernatural forces that are still strongly held by the entire community to this day. The belief that Pulau Maringkik Village has a guardian called "Keraeng" who is believed to protect the community of Pulau Maringkik from danger in a supernatural way. Additionally, there is a money ritual called "throwing yellow rice" as a form of gratitude from the community for being spared from disaster.

Social System

Reflects cultural practices through kinship, cooperation, mutual assistance, and collective action (Pesurnay, 2018). This social system takes the form of kinship, cooperation, mutual assistance, caring for each other, mutual trust, building public facilities together, and helping community members who have experienced disasters (Morrison et al., 2017). The community demonstrates tolerance, mutual respect, and collaborative activities such as beach and mosque cleanups organized by youth groups. As Mr. H. Nanang stated:

“The implementation of the Karang Taruna is the promotion of beach and mosque cleaning activities twice a week, followed by the organization of religious holidays and other social activities in collaboration with the village government's programs”

Based on the information the researcher obtained, some of the other revenue contributions offered by the youth organization to the village government include a village wifi program, digital TV, and a "sale" weaving program. According to him, assuming the village will receive the income, it can certainly improve the development of Pulau Maringkik Village.

Cultural System

Encompasses ideas, values, traditions, and livelihood patterns (Pesurnay, 2018). This custom is reflected in the livelihood pattern, which includes weaving as a side activity. This weaving activity is a hereditary practice that has become an ancestral legacy (A. Wirawan, 2022). The people of Pulau Maringkik village still highly value religious norms and customs. There are no distinctions of ethnicity or race, even tho there are 6 tribes living in Pulau Maringkik Village.

Availability of Facilities, Infrastructure, and Community Infrastructure in Pulau Maringkik Village

Pulau Maringkik Village has educational facilities (elementary and junior high schools established in 2006), healthcare facilities (1 sub-health center, 1 village maternity clinic, 3 posyandu), and religious facilities (1 mosque, 1 musolla, 11 TPQ). Infrastructure improvements include a multipurpose building, kindergarten, port, paved roads, and public toilets. Clean water is provided by BUMDES-managed PDAM at Rp 1,000 per jerrycan. However, environmental pollution remains a challenge, with waste often dumped into the sea due to lack of disposal facilities (Álvaro Fernández-Llamazares; et al., 2020; Yi et al., 2021).

Local Wisdom, Nature Tourism, and Cultural Tourism in Pulau Maringkik Village

Referring to the interview results at the research site, the strengths of Pulau Maringkik Village lie in the local wisdom and resources it possesses, both in terms of natural and human resources (Farhan & Anwar, 2016). In some traditions, the cultural patterns of Sulawesi are still visible, such as in the "maciro" tradition, which is the custom of fishermen giving a portion of their catch to local residents when they return from fishing. In addition to the above, women in Pulau Maringkik Village still maintain the traditional powder made from pounded rice. They are also still able to showcase their expertise by weaving sarongs with Sulawesi and Ende-Flores patterns.

Another form of local wisdom known in Pulau Maringkik Village is that most of the community finds it difficult to sever ties with their pets (Suardana et al., 2022). The community also maintains close bonds with pets (goats) and has unique culinary traditions like "tumpi-tumpi" fish cakes. However, tourism potential remains underutilized (Singgalen, Yerik. et al., 2018). Abrasion on the northern coast has prompted the construction of retaining walls and land reclamation for housing (Yusuf et al., 2020).

Analysis of the Social and Economic External Environment of the Pulau Maringkik Village Community

Demographic issues and natural resource potential in Pulau Maringkik Village

High population growth without corresponding improvements in human resource quality can hinder economic growth (Irawan & Suparmoko, 2012). The problem faced is Limited land availability and coastal abrasion exacerbate housing and environmental challenges, necessitating measures like retaining walls and reclamation (Vanier & Shearer, 1989). To overcome this abrasion, the village government built a retaining wall and some young people carried out beach reclamation to build houses (Rumahorbo et al., 2023).

Education: Human Resources in Pulau Maringkik Village

Based on the researcher's observations, there are many people who have already completed a Bachelor's degree (Rismayani et al., 2021). Now they work as village officials, contract teachers, and healthcare workers. Researchers found that Midwife Marlina, a native, represents an exception, having returned to serve her community. However, on the other hand, it's not impossible that those who attend college will choose to work on land. This is because job opportunities are more open elsewhere (Onnis, 2019).

Cultural Heritage of Maringkik Woven Fabric Craft

Weaving is a preserved cultural heritage and potential tourist attraction (Amalia et al., 2024). In addition, it can be a unique attraction for Maringkik Island Village, which can later be developed as a tourist destination. Mr. Hanapi, a community leader in Pulau Maringkik Village emphasized that weaving is an essential skill for women before marriage. However, on the one hand, the inconsistency of the weavers affected the lack of continuous production of the woven fabric. The government program under the East Lombok District Industry and Trade Office brought new light to the weavers. In 2021, the relevant department provided weaving tools, formed weaving groups, and offered training (Gupta et al., 2024). However, based on the results of the researcher's interviews, it was found that the program had not been implemented optimally due to a lack of promotion, insufficient guidance, and the absence of follow-up.

Accessibility in the Development of Pulau Maringkik Village

This remote area category still applies to Pulau Maringkik Village due to limited accessibility (Laurino et al., 2019). So far, researchers have observed that the mobility of the community is still very limited, in addition to the high costs (transportation costs, operational costs, fuel costs), natural factors also affect the movement of the community.

Based on research findings from the analysis of internal and external factors in the community in Pulau Maringkik Village, the discussion that can be made into the SWOT Analysis matrix is as follows:

Table 2. *SWOT Matrix: Remote Area Development Strategy for Pulau Maringkik Village*

EFAS \ IFAS	Strength	Weakness
	a. Possesses natural resource potential; b. Has a strong demographic profile; c. Has local resource potential (natural tourism, culture, weaving, and cuisine); d. Strong social capital in the form of social systems, cultural systems, and social support.	a. Low accessibility of infrastructure and transportation; b. Suboptimal utilization of facilities and infrastructure; c. Distance from the city center; d. Natural potential not fully utilized; e. Lack of cooperation in community business development;

	IFAS	Strength	Weakness
EFAS			<ul style="list-style-type: none"> f. Beginning to experience erosion; g. Waste management issues; h. Dense settlements; i. Limited access to clean water. j. the high cost of living (transportation costs, operational costs, and fuel costs)
Opportunity	S-O Strategy		W-O Strategy
<ul style="list-style-type: none"> a. having a high-productivity workforce; b. as a travel route for the Gili Lombok tourist area; c. cultural tourism development. 	<ul style="list-style-type: none"> a. promoting business opportunities based on natural resource and local cultural potential as the leading sector; b. increasing access to cooperation facilitated by local governments with the private sector for the development of tourism areas. 		<ul style="list-style-type: none"> a. Optimizing the role of village governments with regional governments to build infrastructure and develop tourist areas.
Threats	S-T Strategy		W-T Strategy
<ul style="list-style-type: none"> ▪ still classified as a developing village; ▪ limited accessibility and connectivity; ▪ still dependent on nature; ▪ competition in the weaving industry 	<ul style="list-style-type: none"> a. developing a local resource-based economy; b. overcoming limitations in accessibility and connectivity. 		<ul style="list-style-type: none"> a. Community empowerment based on local resources through training and mentoring; b. Renewable energy innovation to minimize costs

Based on the SWOT matrix, alternative strategies for remote area development are formulated as follows:

S-O Strategy (Strength - Opportunity)

Utilizes internal strengths to seize external opportunities. Based on the SWOT Matrix above, the formulated strategies are: Optimization of local resources (tourism and culture), institutional development, and cooperation. Some alternatives for the S-O strategy are:

1. Promote business opportunities based on local potential in natural resources and local culture as the leading sector. This is supported by the development of creative economy programs aimed at actively involving the community in regional development (Baldwin et al., 2021). Business development efforts, especially by leveraging local resources and culture, will undoubtedly give Pulau Maringkik Village its unique character (Dewi Sery

Yusuf et al., 2020). Productive efforts will certainly support the community's economy, in addition to relying on the sea as their main source of livelihood. One of the efforts made by the East Lombok Regency Government in developing businesses in Pulau Maringkik Village is through the East Lombok Regency Department of Industry and Trade, by providing assistance in the form of weaving tools. This program was conducted in mid-2021. Additionally, the weaving group was provided with training and education on promoting woven fabrics, as well as donations of weaving tools (Gupta et al., 2024). The hope that has arisen in society is the sustainability of the program, not just simply completing the task. Efforts to promote entrepreneurship by utilizing local resources require a sustainable method (Li et al., 2019).

2. Promote business opportunities by leveraging the tourism sector (Liu et al., 2020). One potential that can be developed by the people of Pulau Maringkik Village is through the development of natural and cultural tourism, which can enhance the identity of Pulau Maringkik Village and make it widely known. The development of natural tourism by utilizing the natural beauty of the beach and cultural tourism is certainly an opportunity for regional development (Batista et al., 2022). In addition, the introduction of culture or customs with the diversity of tribes is an added value for the people of Pulau Maringkik Village (T. Robinson, 2007).
3. Empowering community economic institutions and organizations by establishing MSMEs under the guidance of BUMdes. By encouraging BUMdes activities through the development of local MSMEs in Pulau Maringkik Village, the economy and independence of the community can be improved (Gupta et al., 2024).
4. Increasing access to cooperation facilitated by local governments with the private sector for the development of tourist areas. There is a need for comprehensive government intervention in increasing access to cooperation, and joint efforts by the community are also required to contribute to regional development through a shared commitment to building the village (Liu et al., 2020).
5. Improving human resource quality through entrepreneurship training for weaving groups, fisheries training for capture fishermen, and other fishermen (Onnis, 2019).
6. Improving infrastructure quality and accessibility. To improve infrastructure quality and accessibility, special attention from local governments is needed to realize the development of remote areas (Dlamini & Vilakati, 2021).

W-O Strategy (Weakness - Opportunity)

Addresses weaknesses by leveraging opportunities Based on the SWOT matrix in Table 2 above, the formulated W-O strategy is the optimization of the roles of local and village governments in infrastructure, facilities, and human resource development, which can be achieved through the following alternatives:

1. Essentially, the government's role is very important in supporting development in remote areas, through subsidy programs or other funding programs (D. Robinson et al., 2023). Infrastructure development to enhance development in remote areas so they can grow and develop faster, involving the Ministry of Villages, Development of Disadvantaged Areas, and the East Lombok District Government. This strategy is to address the weakness of Pulau Maringkik Village, which is its unstable

geographical conditions. Traditional local policies such as housing, transportation, healthcare, and clean water provision are one form of government programs that must be realized (Baldwin et al., 2021). Given that access to Pulau Maringkik Village is only by sea, it is important to have a road/bridge network, which is a key element driving the development of an area. This road/bridge network is intended to support people's movement for activities. In addition, a good road/bridge network can support the growth and development of tourist attractions (Laurino et al., 2019).

2. Human resource quality improvement strategy, with greater active involvement from educational institutions, research and training centers, vocational training centers, as well as active participation from the community and all stakeholders (Liu et al., 2020). In addition, institutional capacity building such as training and empowering farmer, weaver, and fisherman groups on increasing product added value (Onnis, 2019).

S-T Strategy (Strengths - Threats)

Uses strengths to mitigate threats. The implementation of this strategy requires an approach focused on key economic sectors, as detailed in the following points. Based on the SWOT matrix, the S-T strategy formulated is developing an economy based on local resources and overcoming limitations in accessibility and connectivity. This can be achieved by developing a local resource-based economy by developing potential economic sectors as leading sectors through integration with the development of economic growth centers, specifically by focusing on the development of cultural tourism (Li et al., 2019). Economic development based on local resource potential, utilizing the concept of local economic development with a focus on local entrepreneurship and the growth of local companies, as well as collaboration between local government, the private sector, and other institutions in managing potential resources to stimulate economic activity (Sudartono et al., 2021). The concept of local economic development develops and enhances the role of endogenous development elements in local socio-economic life and views their functional and spatial interconnectedness and integration with the wider region (Hogan et al., 2012).

W-T Strategy (Weakness - Threats)

Minimizes weaknesses and avoids threats. Based on the SWOT matrix, strategies were formulated through community empowerment and assistance, as well as renewable energy innovation, which can be achieved through, among other things:

1. Empowering community groups through education on waste management and supporting them to design and enforce community-based agreements (e.g., social sanctions) regarding littering (Farhan & Anwar, 2016). Then, there are village officers to collect the trash and sort it according to the type of trash (Mihai et al., 2021). Increasing public understanding of the impact of environmental pollution by forming environmental awareness groups. Other empowerment and mentoring through business-aware community groups, where a consistent group of weavers was formed to run the weaving business and promote weaving (Gupta et al., 2024).
2. The development of the tourism sector needs specific innovation to give it its own unique characteristics, which will eventually provide a comparative advantage. Synergy is

needed between the community and the government to support tourism (Liu et al., 2020).

3. Empowerment and development of aquaculture and capture fishermen through the formation of fishermen's groups, which can assist in financial management, catch management, and the effectiveness of fishing aids (Tang et al., 2023). More attention from the government is certainly needed by the fishermen in Pulau Maringkik Village.

These findings align with theories of development in remote areas such as social capital theory, community-based development, and community empowerment. In the research by Rokhim et al. (2017), it is stated that social capital plays a strategic role in development, such as compensating for financial limitations, accelerating development through cooperation, enhancing the effectiveness of government programs, and creating socio-economic resilience. In fact, the community in Pulau Maringkik Village has high social capital, such as strong family ties, mutual cooperation, and strong local cultural values (customs and religion). SWOT analysis provides a structured approach to strategy formulation, consistent with Shcherbak et al. (2020). However, the challenges in program sustainability and government-community coordination highlight the need for improved monitoring and participatory governance. Unlike the coastal communities studied by Irawati et al. (2024), the combination of high density and Pulau Maringkik Village presents unique challenges in infrastructure planning.

CONCLUSION

The proposed strategies for developing remote areas include: a) optimizing local resources (tourism and culture), institutional development, and cooperation; b) enhancing the role of local and village governments in infrastructure and human resource development; c) developing an economy based on local resources while addressing accessibility constraints; and d) implementing community empowerment, mentoring, and renewable energy innovation. This study offers strategic recommendations for remote areas with limited accessibility and infrastructure. This study highlights the importance of considering various socio-economic aspects, including social capital, culture, and local regulations, in the SWOT analysis to formulate context-sensitive strategies. This methodology can be applied in other remote areas to support sustainable development. The proposed strategy offers a starting point for policymakers, although its effective implementation will depend on alignment with specific government programs, which is an important area for future collaboration and study.

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