

## INTEGRATED DEVELOPMENT OF AGRICULTURE DISTRICT PINRANG REGENCY SOUTH SULAWESI

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**Abstract:** *This study aims to determine the area of integration of agricultural development strategy developed by the community in Pinrang Regency through the optimization of its potential. This study is a qualitative study using a phenomenological approach. Based on the type of research data source of this research is the head of Planning Agency, and the Department of Agriculture and Animal Husbandry Pinrang. The focus of this research is the development strategy of the measured area of agricultural integration of processing and utilization of agricultural waste, and increase the income and food security. Data Collection Techniques performed using individual interviews, Participant observation, and Documentation. Data validation techniques through triangulation consisting of transferability, Dependability, and confirmability. Data obtained from interviews with informants, and the results were analyzed in a structured observation from data collection, data reduction, the categorization of data interpretation and meaning of data, Presenting Data in an organized and systematic, then do inference.*

**Keywords:** Public Administration, Public Policy, Management Strategy, Development Zone,

### PENDAHULUAN

Regional economic development is a process in which local authorities and the entire community to manage a variety of existing resources and form a partnership to create a new jobs and stimulate the development of economic activities in the area. Development activities one economic sector has involved local and state government officials actively soliciting and recruiting large employers by offering tax moratoriums, training and relocation assistance, infrastructure development or enhancement, or one of a number of other incentive programs or proposals. This effort is expensive and has been highly praised in the past as a major source of job growth in a country or region (in JoAnn C. James W. Carland and Carland, 2004). Tolok measuring the success of development can be seen from the economic growth, economic structure and smaller income inequality antarpenduduk,

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interregional and intersectoral. An economy is said to have growth that develops when the level of economic activity is higher than what was achieved in the previous period.

South Sulawesi Province is one of the provinces/regions rich enough good with livestock crops and plantation crops. However, people are still not satisfied with the development undertaken by the government of each region, the development of areas of agriculture-based economy which is manifested in the agricultural development program is essentially a series of efforts to facilitate, serve and encourage the development of business systems and competitive agribusiness, sustainable and equitable in all regions. Agricultural development to optimize the integration of all the potential that belongs to a very precise system to be developed by the community. Agriculture is a different integrated with mixed farming systems. A system is said to be a mixed farming is when at least 10% for livestock feed derived from plants or plant debris, or more than 10% of the total agricultural production comes from non-livestock farming activities. Integrated farming not only do the various farms (two or more farming) but emphasizes the knots that unite or connect between the farming activities with other farming systems (Rakhmat, 2005).

The management strategy consists of two syllables that can be broken down into words and strategy management. Management is a set consisting of the planning process (planning), organizing, implementation (actuating), supervision (controlling) and budgeting. The elements that exist in the management if described in the explanation is as follows:

1. **Planning.** An organization may consist of two or more people working together in a way that is effective and efficient to achieve the goal. Planning as a management function has several meanings as follows: (a) Selection and organizational goal setting and determination of strategies, measures, policies, programs, projects, methods and standards needed to achieve the goal. (B) Selection of a number of activities to be implemented as a decision about what to do, when and how it will be done and who will carry it out.
2. **Organizing**
3. **Implementation (Actuating).** The organization or mobilization done after an organization has a planning and organizing the organizational structure including the availability of personnel as executor in accordance with the needs of work units are formed.
4. **Budgeting (Budgeting)** is one of the most important functions of the management role. Because this function is associated not only with receipts, expenditures, storage, use and accountability, but more broadly related to the financial management of the activities.