

Collaborative Rural Governance Strategy to Enhance Rural Economy Through Village-Owned Enterprise Using Soft System Methodology and Textual Network Analysis

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Abstract : This study discusses the design of collaborative rural governance strategies to enhance the rural economy through Village-owned Enterprises (VOE) in Riau Province, Indonesia. Using Soft Systems Methodology (SSM) combined with Textual Network Analysis (TNA) in the Rich Picture stage of SSM, we investigated the current state of VOE management. Significant obstacles identified include insufficient business feasibility analyses, lack of managerial skills, misalignment between strategy and practice, and inadequate oversight. To address these challenges, we propose a collaborative strategy involving regional governments, academic institutions, NGOs, and the private sector. This strategy emphasizes community needs assessments, efficient resource mobilization, and targeted training programs. A dedicated working group will ensure continuous monitoring and iterative improvements. Our research highlights the novel integration of SSM with TNA, providing a robust framework for improving VOE management and demonstrating the potential of collaborative efforts in driving rural economic development.

Keywords : village-owned enterprises (VOE), rural economic development, soft system methodology (SSM), textual network analysis (TNA), collaborative governance

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