
**DETERMINING REGIONAL LEADING PRODUCTS AS A STRATEGY TO
IMPROVE THE ECONOMIC COMPETITIVENESS OF SUKABUMI CITY: LQ,
SHIFT-SHARE, AND SECTOR TYPOLOGY ANALYSIS**

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Abstract

The determination of regional superior products (PUD) is one of the main strategies of local governments in strengthening economic competitiveness and improving community welfare. The city of Sukabumi has established a long-term development vision as a Creative, Superior, Cultured, and Sustainable City, with a focus on economic transformation based on inclusiveness and justice. This study analyzes Sukabumi City's leading economic sectors to determine regional superior products using the Location Quotient (LQ), Shift-Share Analysis (SSA), and Sector Typology approaches. The data used is sourced from the Regional Domestic Product (RDP) of Sukabumi City and West Java Province for the 2019–2023 period. The results of the study show that there are ten leading regional products in Sukabumi City, namely: indigo, rice, carp, catfish, nutmeg, large chili peppers, bananas, sheep, coconuts, and beef cattle. This study provides strategic recommendations in the form of technology-based productivity improvements, strengthening the MSME innovation ecosystem, and export market diversification. This research is expected to serve as a reference for sustainable regional economic development policies based on local potential.

Keywords: Regional Flagship Products, Economic Competitiveness, LQ Analysis, SMEs

INTRODUCTION

The Sukabumi City Regional Government is currently directing its development policies with a focus on leading regional products. This step is considered strategic to achieve greater effectiveness and efficiency in reaching development targets. The focus on leading products is driven by the Vision of Sukabumi City in the Initial Regional Long-Term Development Plan (RPJPD) 2025-2045, which emphasizes Sukabumi as a Creative, Excellent, Cultured, and Sustainable City (Regulation of the Mayor of Sukabumi, 2023).

This vision describes Sukabumi as a city that is advanced in various aspects, including human resources, infrastructure, public services, and economy. These advantages not only make Sukabumi City better than other regions, but also make it an economic, cultural, and innovation center for the surrounding area. In this case, an excellent city creates various job opportunities, provides a quality education system, good transportation infrastructure, as well as adequate health services and public facilities.

However, to realize the vision of becoming a leading economic center, Sukabumi City needs to have regional flagship products that can compete in the market. These superior products are expected to support local economic development, attract investment, and improve the welfare of the community. Thus, it is necessary to determine the superior products of Sukabumi City, which will then be followed by the development of regional superior products that serve as key elements in achieving Sukabumi City's long-term vision that focuses on sustainability, excellence, and creativity.

Based on this vision, the goal of Sukabumi City is to improve the city's economy, with the gross regional domestic product (GRDP) per capita increasing from 27.61 in 2025 to 39.33 in 2045. The next goal is to improve the welfare of the community, as indicated by a decrease in the poverty rate from 7.03 percent in 2025 to 5.72 percent in 2045, and a decrease in the Gini ratio from 0.452 in 2025 to 0.377 in 2045.

In terms of regulations, Regional Leading Products (PUD) refer to the Minister of Home Affairs Regulation No. 9 of 2014, which sets guidelines for the development of leading products in each region. These products can be goods or services produced by cooperatives, small and medium enterprises (SMEs) that have great potential for development. These leading products are designed to utilize various regional resources, including natural resources, human resources, and local culture, thereby reflecting the identity and excellence of the region.

This regulation emphasizes that PUDs are not just raw commodities, but products that have been processed through industrial activities, including services, which provide added value. Thus, these leading products not only have great economic potential but also serve as an important tool for improving the welfare of local communities, supporting regional economic growth, and strengthening regional competitiveness at the national and international levels.

In addition to the need for planning documents, the urgency of establishing and developing Regional Superior Products (PUD) in Sukabumi City is also motivated by the fact that the potential of local industrial and service products (including the trade sector) has not been optimized. Of these sectors, the processing industry has the highest potential to produce regional superior products. The average contribution of the manufacturing sector to the GRDP was 4.90 percent in 2023, down from 4.96 percent in 2022. The wholesale and

retail trade sector, plus car and motorcycle repair, contributed 37.59 percent in 2023, down from 38.12 percent in 2022.

REVIEW OF LITERATURE

The Concept of Regional Leading Products (PUD)

Regional Leading Products (PUD) are defined as goods or services produced by cooperatives, small and medium enterprises (SMEs) that have great potential for development and reflect local identity and excellence (Ministry of Home Affairs, 2014). PUD is not just a raw commodity, but a product that has undergone industrialization with high added value (Arif, 2021). This product is expected to be a driving force for the local economy, attract investment, and improve community welfare.

A study emphasizes that the success of PUD development is determined by six main criteria, namely: (i) contribution to the gross regional domestic product (GRDP), (ii) employment absorption, (iii) export potential, (iv) sustainability, (v) cultural competitiveness, and (vi) availability of domestic and global markets (Anam et al., 2022). This is in line with the results of research which shows that regions with a focus on PUD experience economic growth that is on average 1.5 times faster than regions that do not have a similar strategy (Pulungan & Hasiholan, 2023; Yuli Pratiwi, 2024).

In the context of Sukabumi City, leading products include the trade, financial services, transportation, and culinary sectors. These sectors not only contribute significantly to the GRDP but also strengthen the region's branding as a creative and competitive city (BPS City of Sukabumi, 2023).

Regional Competitiveness Theory

The concept of regional competitiveness can be understood through the theories of comparative and competitive advantage. A theory of comparative advantage, emphasized that regions must develop sectors that are more efficient than other regions (Luckyardi et al., 2022; Ramadhani et al., 2022). Meanwhile, Porter, through *his diamond model*, stated that the competitiveness of a region is determined by production factors, demand conditions, supporting industries, as well as corporate strategy and competition (Hariono et al., 2024).

A Research criticizes that regional competitiveness should not only be measured by export performance but also by the quality of life of the community (Setyawan & Andjarwati, 2022). This view is relevant to the development strategy of Sukabumi City, which emphasizes inclusiveness, fairness, and sustainability.

A recent study found that the implementation of PUD-based *cluster development* can increase supply chain efficiency and regional competitiveness by up to 20% (Pulungan & Hasiholan, 2023). Therefore, Porter's theory of competitiveness is considered relevant as an analytical framework for PUD development in Sukabumi City.

RESEARCH METHOD

In this research/study, the main approach used is the Participatory Stakeholders Method, also known as the Participatory Learning Method. This approach aims to involve stakeholders in the planning and decision-making process (Adu-Gyamfi et al., 2020), thereby

enabling the collection of broader and more in-depth views on the region's economic potential.

In addition to participatory methods, this study also applied the Survey Development Research Method, which is a research method that focuses on data collection and analysis, particularly secondary data (Aithal & Aithal, 2020) . The data was used to analyze the development of economic activities and leading products in Sukabumi City during a certain period of time.

Data Collection Methods

The following are the data collection methods that will be used in the study of determining and developing regional flagship products in Sukabumi City.

1. Primary Data Collection Method
 - a. Field surveys were conducted using questionnaires or structured interviews distributed to respondents in the field(Aithal & Aithal, 2020) .
 - b. In-Depth Interviews were conducted using a semi-structured interview method, either face-to-face or via telephone/online. The team will use interview guidelines with questions that allow for in-depth exploration of respondents' views and experiences(Hughes et al., 2022) . Probing techniques are used to obtain more detailed information. Audio or video recording may be done with the respondent's permission to facilitate transcription and analysis.
 - c. Focus Group Discussions (FGDs) are conducted in the form of focused group discussions involving various stakeholders to discuss specific topics in depth (Kusuma et al., 2019) . Participants will represent various sectors and interests(Zacharia et al., 2021) .
 - d. Direct observation is conducted by directly observing the production process, market activities, or infrastructure that supports flagship products.
2. Secondary Data Collection Method
 - a. Documentation is carried out by collecting data from publicly available written documents or through access to relevant institutions(Amiraslani & Dragovich, 2022) . The team will collect relevant reports, policies, and regulations from official sources such as the Central Statistics Agency (BPS), relevant agencies, and government publications, then conduct an analysis.
 - b. The Literature Review is conducted by reviewing research, academic journals, and books related to(Snyder, 2019) with the development of superior products, local economy, and culture.
3. Combined Method (Triangulation)

Using multiple data collection methods to validate results and ensure data accuracy (Koc & Boz, 2014) .

Analysis Method

The steps and procedures to be applied in data analysis are as follows:

1. Location Quotient (LQ) Analysis

Location Quotient (LQ) analysis is a method used to measure the concentration of an economic sector or product type in a region relative to a larger region(Ciaccio & Giorgi, 2016) . LQ can help identify regional flagship products that have a comparative advantage (Morrissey, 2016) . The formula is as follows:

$$LQ = \frac{\frac{\text{"Total Production in Sukabumi City"}}{\text{"Production Sector in Sukabumi City"}}}{\frac{\text{"Total Production in the Comparison Area"}}{\text{"Sector Production in the Comparison Area"}}$$

With the following interpretation of LQ values:

- a. $LQ > 1$: The sector or product has a higher concentration in Sukabumi City compared to the comparison region, indicating that the sector is a leading sector or has a comparative advantage.
- b. $LQ = 1$: The concentration of the sector or product is the same as the comparison region, indicating that the sector is proportional.
- c. $LQ < 1$: The sector or product has a lower concentration in Sukabumi City compared to the comparison region, indicating that the sector is not a leading sector.

2. Shift-share analysis (SSA)

Shift-Share analysis is an economic analysis method used to understand how changes in an economic sector in a region can be broken down into several components (Montania et al., 2021), namely national growth, industrial growth, and regional competitiveness. This method is useful for identifying factors that influence the growth of specific sectors (Ruault & Schaeffer, 2020) in the city of Sukabumi and helps in determining the region's leading products.

3. Sector Typology Analysis

Sector Typology is an analytical tool used to classify the growth positions of economic sectors in a region. Through this method, researchers can understand how leading economic sectors in a particular region, in this case Sukabumi City, contribute to the regional economy as a whole. This analysis uses two main components, namely sectoral growth measured through Shift-share Analyses (SSA) and the concentration of economic activity measured using Location Quotient (LQ).

Table 1
Sector Typology Criteria

LQ (Location Quotient)	SSA (Shift Share Analysis)	
	Negative (-)	Positive (+)
>1	Quadrant II Potential sector or still capable of rapid growth	Quadrant I Advanced and rapidly growing sector
<1	Quadrant III Relatively lagging sector	Quadrant IV Advanced but under pressure sector

4. Data Analysis

Data analysis is conducted after all data required for the research has been successfully collected. Before entering the main analysis stage, a series of preparations are necessary to ensure that the data is ready to be processed and analyzed properly. These preparations involve two important stages, namely data editing and data processing. Through these two stages—data editing and processing—researchers can ensure that the data is ready

for in-depth analysis, so that the research results can be interpreted accurately and provide a clear picture of the phenomenon being studied.

RESULTS AND DISCUSSION

1. Location Quotient (LQ) Analysis

Based on this analysis, the LQ calculation results for Sukabumi City can provide clear insights into which economic sectors deserve priority for development. These results, presented in tables and graphs, help provide a more concrete picture of the base sectors that can be focused on in efforts to increase local economic competitiveness, encourage investment, and improve the welfare of the community sustainably.

Table 2
Economic Sector Criteria Based on the Calculation of Sukabumi City's LQ Value for 2019-2023

No	Sector	LQ					Criteria
		2019	2020	2021	2022	2023	
1	Agriculture, Forestry, and Fisheries	0.45	0.44	0.44	0.43	0.46	Non-Core Sector
2	Mining and Quarrying	-	-	-	-	-	Non-Basic Sector
3	Processing Industry	0.12	0.12	0.12	0.12	0.12	Non-Basic Sector
4	Electricity and Gas Supply	0.48	0.53	0.52	0.53	0.54	Non-Basic Sector
5	Water Supply; Waste, Wastewater, and Recycling Management	1.5	1.43	1.41	1.46	1.45	Basic Sector
6	Construction	0.82	0.83	0.81	0.81	0.82	Non-Basic Sector
7	Wholesale and Retail Trade; Repair of Cars and Motorcycles	2.62	2.74	2.75	2.79	2.77	Basic Sector
8	Transportation and Warehousing	1.96	1.88	1.95	1.89	1.86	Basic Sector
9	Accommodation and Food Services	1.05	1.06	1.09	1.08	1.07	Basic Sector
10	Information and Communication	1.2	0.98	0.99	1	0.98	Non-Core Sector
11	Financial Services and Insurance	4.09	4.11	4.08	4.22	4.2	Basic Sector
12	Real Estate	0.97	0.93	0.9	0.92	0.91	Non-Core Sector
13	Corporate Services	3.67	4.11	4.08	3.96	3.98	Basic Sector
14	Government Administration, Defense, and	2.11	2.16	2.14	2.18	2.17	Basic Sector

	Mandatory Security	Social					
15	Education Services	1.31	1.27	1.3	1.37	1.38	Basic Sector
16	Health Services and Social Activities	2.29	2.43	2.44	2.54	2.53	Basic Sector
17	Other Services	1.56	1.57	1.58	1.61	1.61	Basic Sector

Sources: BPS City of Sukabumi (2024); West Java Provincial BPS (2024), processed

Based on the results of the Location Quotient (LQ) calculation, an overview of the distribution of economic sector potential in Sukabumi City was obtained. Of the 17 economic sectors analyzed, 10 sectors had an LQ value of more than 1 (LQ>1), indicating that these sectors have a comparative advantage and make a greater contribution than the average for other regions. These sectors can be considered as leading sectors that are able to significantly support the regional economy.

Conversely, there are 7 sectors with an LQ value of less than 1 (LQ<1), which means that these sectors are not as superior as other sectors in terms of their contribution to the local economy compared to their contribution in other regions. These sectors tend to be less competitive and may require more attention or special development to increase their contribution to the regional economy.

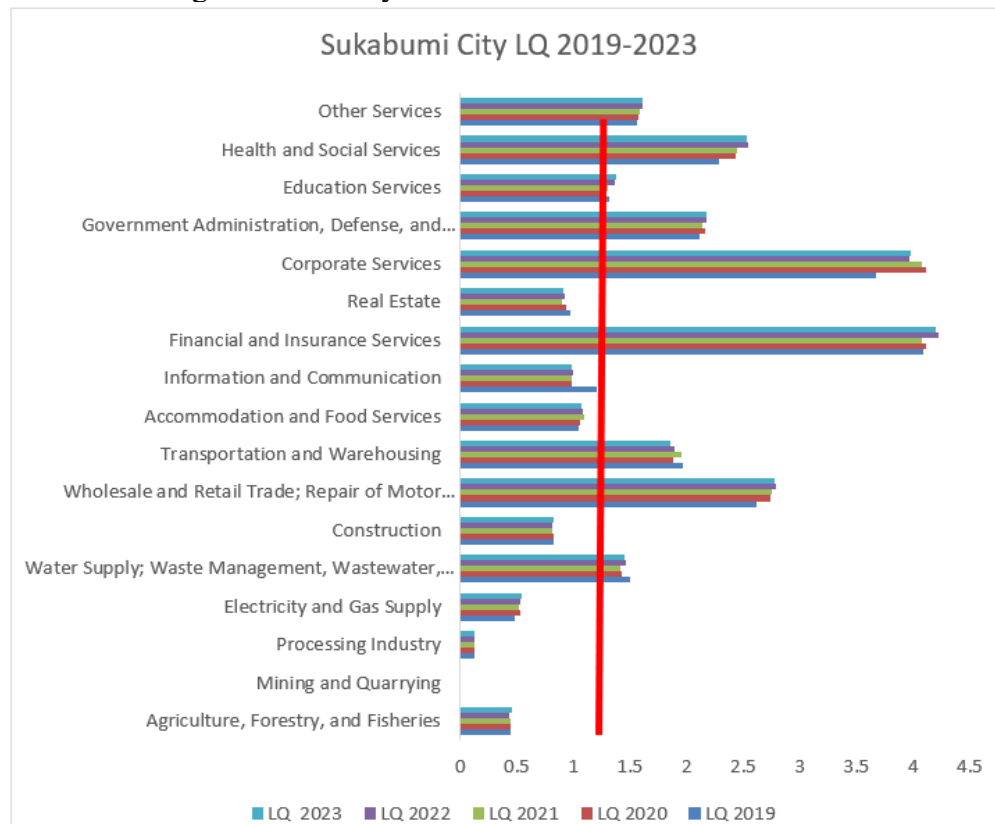


Figure 1
Graph of LQ Values for Business Fields or Economic Sectors in Sukabumi City from 2019 to 2023

To understand the dominance of economic sectors and identify whether there has been a transformation in the economic structure, economists usually group various economic activities into three major groups, namely the primary, secondary, and tertiary sectors. This grouping allows for a more in-depth analysis of the economic structure of a region, whether it is dominated by agricultural (primary), industrial (secondary), or service (tertiary) activities, as well as to see shifts from one sector to another as indicators of economic transformation.

Table 3
LQ Values Based on the GRDP of West Java Province and Sukabumi City in 2023
According to the Primary, Secondary, and Tertiary Sector Groups

No	Sector	LQ				
		2019	2020	2021	2022	2023
A	Primary Sector:					
1	Agriculture, Forestry, and Fisheries	0.45	0.44	0.44	0.43	0.46
2	Mining and Quarrying	-	-	-	-	-
B	Secondary Sector:					
3	Manufacturing	0.12	0.12	0.12	0.12	0.12
4	Electricity and Gas Procurement	0.48	0.53	0.52	0.53	0.54
5	Water Supply; Waste, Wastewater, and Recycling Management	1.5	1.43	1.41	1.46	1.45
6	Construction	0.82	0.83	0.81	0.81	0.82
C	Tertiary Sector:					
7	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	2.62	2.74	2.75	2.79	2.77
8	Transportation and Warehousing	1.96	1.88	1.95	1.89	1.86
9	Accommodation and Food Services	1.05	1.06	1.09	1.08	1.07
10	Information and Communication	1.2	0.98	0.99	1	0.98
11	Financial Services and Insurance	4.09	4.11	4.08	4.22	4.2
12	Real Estate	0.97	0.93	0.9	0.92	0.91
13	Corporate Services	3.67	4.11	4.08	3.96	3.98
14	Government Administration, Defense, and Mandatory Social Security	2.11	2.16	2.14	2.18	2.17
15	Education Services	1.31	1.27	1.3	1.37	1.38
16	Health Services and Social Activities	2.29	2.43	2.44	2.54	2.53
17	Other Services	1.56	1.57	1.58	1.61	1.61

Sources: BPS City of Sukabumi (2024); West Java Provincial BPS (2024), processed

2. Shift Share Analysis (SSA)

Overall, this shift-share analysis provides important insights into the dynamics of economic change in Sukabumi City, as well as the potential competitive advantages of certain sectors in the region. The SSA calculation results are as follows:

Table 4
SSA Calculation Results Based on Sukabumi City and West Java Regional Domestic Product (PDRB) 2020 and 2023

Sector	Sukabumi City GRDP		West Java GRDP		SSA	Rank
	2020	2023	2020	2023		
Agriculture, Forestry, and Fisheries	274.97	307.55	107,000.79	113,308.54	0.03	12
Mining and Quarrying			23,771.26	23,857.08	-	14
Processing Industry	448.37	503.98	612,799.43	715,806.63	0.14	8
Electricity and Gas Supply	15.59	18.57	4,964.31	5,854.08	0.22	6
Water Supply, Waste Management, Wastewater and Recycling	10.86	12.73	1,295.18	1,495.07	0.18	7
Construction	578.34	641.76	119,062.01	133,549.61	0.08	10
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	3,447.12	3,911.06	214,374.85	240,583.83	0.11	9a
Transportation and Warehousing	751.90	912.50	68,097.41	83,777.20	0.30	3a
Accommodation and Food Services	241.16	293.05	38,634.85	46,721.90	0.28	4
Information and Communication	494.86	607.26	85,632.78	105,146.00	0.31	2a
Financial and Insurance Services	891.90	990.62	36,914.80	40,184.13	0.05	11
Real Estate	108.13	130.72	19,716.06	24,426.12	0.30	3b
Corporate Services	135.03	171.74	5,599.12	7,350.91	0.44	1
Government Administration, Defense, and Mandatory Social Security	338.66	334.99	26,716.83	26,337.53	-0.17	13
Education Services	334.49	393.52	44,978.19	48,575.41	0.11	9b

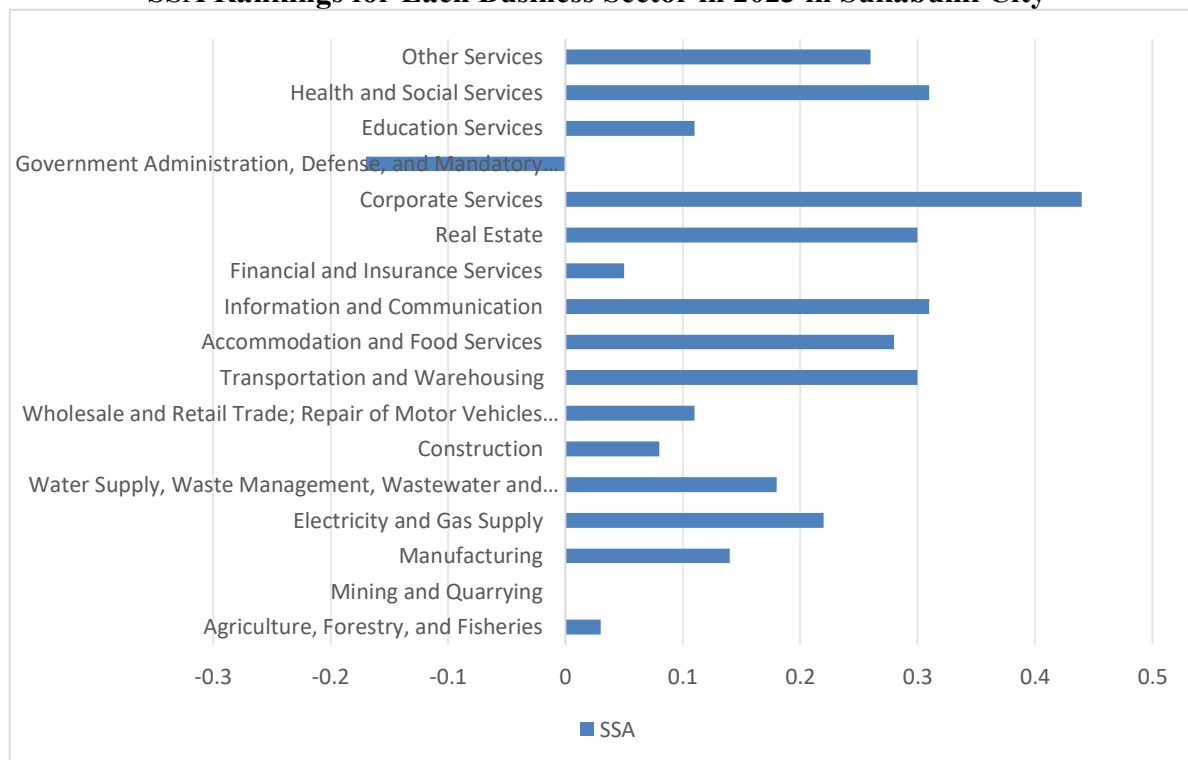
Health Services and Social Activities	168.39	210.84	11,777.49	14,189.42	0.31	2b
Other services	295.94	360.99	32,045.37	38,253.41	0.26	5
TOTAL	8,535.71	9,801.88	1,453,380.73	1,669,416.87		

Sources: BPS City of Sukabumi (2024); West Java Provincial BPS (2024), processed

Not only leading sectors are the focus of SSA analysis. This analysis also provides an overview of sectors that are less competitive but are considered strategic to be promoted because they play an important role in employment. One example is the agriculture, forestry, and fisheries sector. Although this sector has not shown optimal performance in terms of its contribution to economic growth, it still has a crucial role, mainly because of the populist nature of its activities. Activities in this sector involve many farmers, fishermen, and other community groups that are part of the population that must continue to be encouraged to be empowered.

In other words, sectors such as agriculture, forestry, and fisheries, despite their suboptimal performance, remain important because they contribute significantly to the welfare of local communities. Through sustainable empowerment and strategic policies that support this sector, regions can ensure that available employment continues to grow, thereby providing broader economic benefits. SSA analysis helps determine which sectors require additional intervention to maximize economic potential and promote inclusive and sustainable growth.

Figure 2
SSA Rankings for Each Business Sector in 2023 in Sukabumi City



3. Sector Typology Analysis

Through SSA and LQ quadrant matrix analysis, stakeholders can obtain a clear picture of which sectors should be prioritized in regional economic development. Sectors in Quadrants I and IV can be considered as sectors with potential for further promotion, while sectors in Quadrants II and III may require special attention, especially if they play a role in labor absorption or have the potential to become base sectors in the future. This analysis helps in formulating data-driven development strategies, so that the policies taken are more targeted and have a significant impact on regional economic growth.

Table 5
Quadrant Matrix Analysis Based on Shift Share and LQ Values

Sector	SSA	LQ	Quadrant
Agriculture, Forestry, and Fisheries	0.03	0.46	IV
Mining and Quarrying	-	-	-
Processing Industry	0.14	0.12	IV
Electricity and Gas Supply	0.22	0.54	IV
Water Supply, Waste Management, Wastewater and Recycling	0.18	1.45	I
Construction	0.08	0.82	IV
Wholesale and Retail Trade; Repair of Cars and Motorcycles	0.11	2.77	I
Transportation and Warehousing	0.30	1.86	I
Accommodation and Food and Beverage Services	0.28	1.07	I
Information and Communication	0.31	0.98	IV
Financial Services and Insurance	0.05	4.2	I
Real Estate	0.30	0.91	IV
Corporate Services	0.44	3.98	I
Government Administration, Defense, and Mandatory Social Security	-0.17	2.17	II
Education Services	0.11	1.38	IV
Health Services and Social Activities	0.31	2.53	IV
Other services	0.26	1.61	IV

Sources: BPS City of Sukabumi (2024); West Java Provincial BPS (2024), processed

Table 6
PUD Sector Quadrant Matrix

LQ (Location Quotient)	SSA (Shift Share Analysis)	
	Negative (-)	Positive (+)
>1	Quadrant II 1. Government Administration, Defense, and Mandatory Social Security	Quadrant I 1. Water Supply, Waste Management, Wastewater, and Recycling 2. Wholesale and Retail Trade; Car and Motorcycle Repair 3. Transportation and Warehousing 4. Accommodation and Food Services 5. Financial Services and Insurance 6. Corporate Services
<1	Quadrant III -	Quadrant IV 1. Agriculture, Forestry, and Fisheries 2. Processing Industry 3. Electricity and Gas Supply 4. Construction 5. Information and Communication 6. Real Estate 7. Education Services 8. Health Services and Social Activities 9. Other Services

Based on the analysis of LQ and SSA values for each economic sector in Sukabumi City, these sectors are divided into several quadrants. Sectors in Quadrant I have an LQ value of more than 1 and a positive SSA, indicating sectors with comparative and competitive advantages. In Quadrant II, sectors have an LQ value of more than 1 but a negative SSA, indicating a large local contribution but slower growth. Meanwhile, sectors in Quadrant IV have an LQ value of less than 1 but a positive SSA, indicating growth potential even though their contribution is not yet dominant.

It can be summarized that sectors in Quadrants I and IV show strong potential for growth and deserve primary attention in regional economic planning. Meanwhile, sectors in Quadrant II, although important locally, require efforts to improve competitiveness in order to return to optimal growth.

4. Product Characteristics Analysis

4.1 Explanation of PUD Criteria

Based on the Regulation of the Minister of Home Affairs (Permendagri) Number 9 of 2014, regional superior products (PUD) are goods or services produced by cooperatives and small and medium enterprises (SMEs) that have great potential for development. These products aim to improve the welfare of the community while increasing revenue for local governments. PUDs play an important role in driving regional economic growth and maintaining local identity and long-term economic sustainability. There are 12 (twelve) criteria for PUD according to the Permendagri, namely: K1: Employment Absorption, K2: Contribution to the Economy, K3: Regional Economic Base Sector, K4: Renewable, K4: Renewable, K5: Socio-Cultural, K6: Market Availability, K7: Raw Materials, K8: Capital, K9: Production Facilities, K10: Technology, K11: Business Management, and K12: Price.

4.2 Business Sector Analysis Based on PUD Criteria

There are two business sectors that meet the criteria as Regional Leading Products (PUD) according to Permendagri No. 9 of 2014, namely the Agriculture, Forestry and Fisheries Sector and the Processing Industry Sector. The results of the Focus Group Discussion (FGD) held on Friday, September 6, 2024, in the Meeting Room of the Sukabumi City Bappeda Building, Jl. Sarasa No. 9, Sukabumi City, attended by the Head of Regional Development Planning, Control and Evaluation, the Head of Government and Human Development, the Head of Economy and Natural Resources, the Head of the Infrastructure and Regional Planning Division, and the Head of the Research and Development Division at the Regional Development Planning Agency (Bappeda) of Sukabumi City, agreed that the business sectors most suitable for determining the Regional Priority Products (RPP) are two sectors: 1) Agriculture, Forestry, and Fisheries, and 2) Processing Industry.

4.3 Analysis of PUD Determination

The analysis tool is an analysis of the factors that support and hinder the development of regional superior products. Supporting and hindering factors play a key role in the success of the economic sector, especially those related to natural resource-based industries (Nurjaya et al., 2024; Puspita et al., 2017; Yuliana & Umar, 2022).

These supporting and inhibiting factors were compiled into a questionnaire and distributed to relevant agencies and parties. The results are as follows:

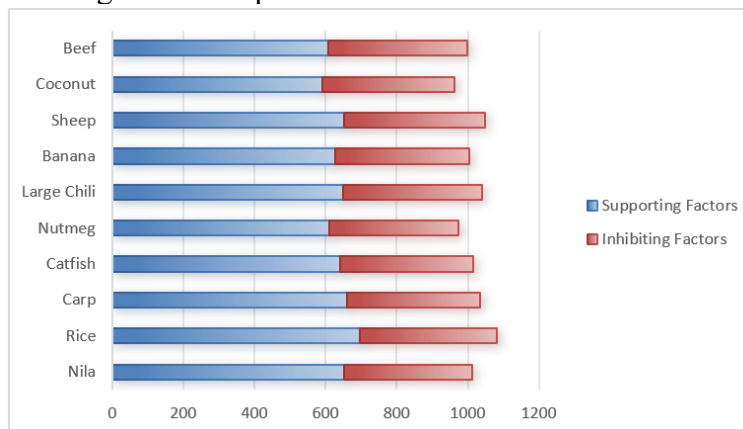


Figure 3
Scores for Supporting and Inhibiting Factors of PUD

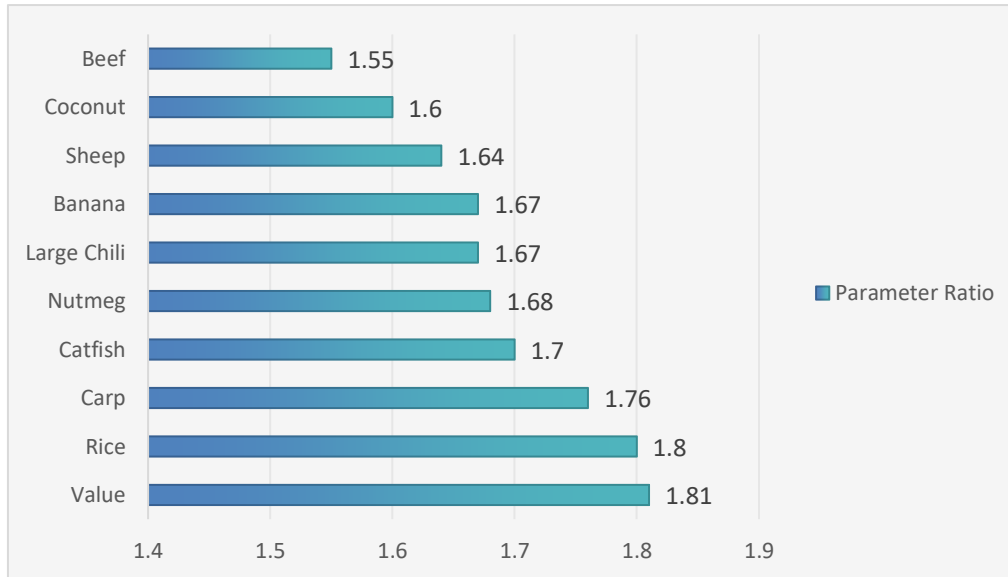


Figure 4
Ratio of Supporting and Inhibiting Factors for PUD

Based on the previous explanation and the figure above, 10 Regional Leading Products (PUD) of Sukabumi City were determined, with the best ones listed in the following order: Nila, Rice, Carp, Dumbo Catfish, Nutmeg, Large Chili, Banana, Sheep, Coconut, and Beef.

From this analysis, it can be concluded that the regional superior products of Sukabumi City that have a high ratio of supporting factors to inhibiting factors, such as Tilapia, Rice, and Carp, are ranked at the top. These products tend to have a good balance between driving factors and obstacles that can be overcome. Meanwhile, products like Beef Cattle and Coconut, which are ranked lower, indicate that despite having supporting factors, the challenges are more significant, thereby hindering the development of these products.

The following is a more detailed description of the regional flagship products mentioned:

1. Tilapia (Freshwater Fisheries): a) Production and Market Stability: Tilapia is also an important commodity with a production of 571 tons and an economic value of IDR 11,415,260 thousand. The tilapia market is relatively stable compared to other fish species. b) Economic Value: Although its production is slightly below that of catfish, tilapia remains important because it has consistent market demand and potential for future production expansion.
2. Rice (Food Crop Agriculture): a) Production and Harvest Area: Rice has the largest production in Sukabumi City, with a total harvest area of 3,171 hectares and a production yield of 21,264 tons in 2023. Cibereum District contributed the most with a harvest area of 1,089 hectares and a production of 7,084 tons. b) Economic Potential: Rice is a vital product for local food security and is the dominant sector in food crop agriculture in Sukabumi.
3. Carp (Freshwater Fisheries): a) Production: Carp recorded a production of 87 tons with a value of IDR 2,345,895 thousand. Although its production is lower than catfish and

- tilapia, carp remains important as one of the favorite fish for consumption in various regions. b) Economic Value: Carp has a fairly good market value, but it still lags behind catfish and tilapia in terms of volume and economic value.
4. Dumbo Catfish (Freshwater Fisheries): a) Production: Dumbo catfish is the fish with the highest production in the freshwater fisheries sector, reaching 720 tons with an economic value of Rp 12,962,502 thousand. b) Economic Potential: Dumbo catfish is a leading product that contributes significantly to the economy due to its large market, especially for local consumption and industry.
 5. Nutmeg (Plantation Agriculture): a) Limited Production: Nutmeg is the product with the smallest production in the plantation sector, with a total production of only 0.21 tons and a land area of 12.92 hectares. b) Economic Potential: Despite its small production, nutmeg still has economic potential on a small scale and can be further developed as a specialty product for specific markets.
 6. Large Chili Peppers (Horticultural Agriculture): a) Production and Market Demand: Large chili peppers recorded a total production of 133 quintals in various subdistricts, making them a leading horticultural commodity with consistently high market demand, both for household consumption and industry. b) Economic Value: This product often experiences price fluctuations, especially when there is a surge in demand, thus providing significant added value for farmers when prices increase.
 7. Bananas (Horticultural Agriculture): a) Production and Land Area: Bananas have a significant production, especially in Lembursitu and Cibereum subdistricts, with a total production of 128 quintals. b) Economic Potential: Although the production is not as large as chili peppers, bananas are still valuable due to their popularity in the local market and can be processed into various derivative products such as banana chips.
 8. Sheep (Livestock Agriculture): a) Population: Sheep are an important product in the livestock sector, with a total population of 474. Gunung Puyuh Subdistrict has the largest sheep population. b) Economic Potential: Sheep contribute significantly, especially during religious and local traditional events that require sacrificial animals, resulting in high seasonal demand.
 9. Coconut (Agriculture from Plantations): a) Production and Stability: Coconut has a land area of 26.26 hectares with a total production of 1.41 tons. Although not as large as the fisheries and livestock sectors, coconuts remain an important commodity for several local industries. b) Economic Potential: Coconuts can be processed into various products such as coconut oil and processed foods, but their economic contribution is not as large as other products on the list.
 10. Beef Cattle (Livestock Farming): a) Population and Economic Contribution: Beef cattle have a population of 309 heads, making them one of the important pillars of the Sukabumi livestock sector. The subdistricts of Warudoyong and Cikole contribute significantly with the highest beef cattle populations. b) Economic Potential: Beef cattle contribute significantly to the local economy, both in terms of meat production and related economic activities such as distribution and trade.

CONCLUSION

This study has reached the following conclusions:

1. This study has successfully identified 10 Regional Leading Products (PUD) of Sukabumi City, namely: Tilapia, Rice, Carp, Dumbo Catfish, Nutmeg, Large Chili, Banana, Sheep, Coconut, and Beef Cattle. The determination of these PUDs was carried out through an in-depth analysis of local economic potential. This study used methods such as Location Quotient (LQ) and Shift-Share Analysis (SSA) to identify leading products that are highly competitive at both the regional and national levels. The determination of these leading products demonstrates a commitment to promoting regional economic growth by utilizing the potential in the processing, horticulture, and plantation sectors, as discussed in detail in this study.
2. This study confirms that the city of Sukabumi has great opportunities to develop its leading products, particularly in the manufacturing and trade sectors. This potential is supported by abundant and diverse natural resources, such as horticultural products, vegetables, fruits, and plantation commodities such as coconut and nutmeg. Through analysis using the Location Quotient (LQ) and Shift-Share Analysis (SSA) methods, it can be seen that several economic sectors in Sukabumi have fairly high competitiveness at the regional and national levels. However, challenges such as the lack of processing industry management, low technology adoption, and limited access to national and international markets can hinder the development of these superior products.

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