

# Optimization of IDLE Assets in Support of Improving the Efficiency of Local Government in Grobogan Regency

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## ABSTRACT

This research aims to analyze the potential for optimizing the vacant land of the Grobogan Regency government as a strategic step to increase the efficiency of regional government and PAD. Field surveys, direct observation, and literature research on asset management are the methods used. The research results show that 86% of land assets have been managed productively, while 14% are still in a neglected condition and have not provided significant economic benefits. Reducing public awareness, lack of appeal to the public and lack of a good monitoring system are the main problems in managing idle assets. To overcome this problem, accelerated asset re-inventory, use of asset management technology, and outreach to residents and village heads are needed. In short, optimizing vacant land using modern technology and a participatory approach can increase PAD and encourage sustainable local economic development.

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## 1. INTRODUCTION

Fixed assets, especially land, are a crucial component in local government management that has a strategic role as a resource to support economic development and increase local revenue. Land as an asset shows great potential if managed efficiently and productively, both in the context of agriculture, plantations, and commercial sectors such as land leasing. However, conditions in the field indicate that land asset management in several regions, including Grobogan District, has not reached an optimal level. Survey results show that around 14% of land owned by the Grobogan District Government is in an abandoned or idle condition. The land is not being utilized productively, and some is even being used without permission by the community.

This idle land not only causes economic losses to the local government, but also hinders efficiency in asset management that could otherwise serve as a significant source of revenue. Illegal use of land without any contribution of tax or land rent clearly worsens the situation, where revenue that should go to the local treasury is not realized. In addition, the existence of land assets that are not registered or do not have official certification is a significant obstacle to optimal utilization. Such administrative challenges often contribute to ownership conflicts and hinder asset utilization (Umam et al., 2017)..

Land that is not effectively managed will suffer a decline in its ability to contribute to local economic growth. On the other hand, land that has been managed productively, such as in agriculture, plantations, and commercial activities, shows a significant contribution to local revenue through taxes, rental fees, and utilization cooperation with third parties. This suggests that land asset management needs to be improved with a systematic and structured approach to ensure optimal benefits for local governments and local communities.

Previous research indicates that misalignment between local government and stakeholders is a significant factor contributing to the neglect of land assets. The crucial role of collaboration

between local government, village heads and communities in asset management, to ensure transparency and effectiveness in land utilization (Tana, 2017). Socialization to village heads and communities is an important step to increase awareness and participation in efforts to optimize idle land assets.

In addition to the participatory approach, the use of modern technology such as Sismiop and Smart Map can serve as a solution to optimize the process of data collection, monitoring, and supervision of land assets in a transparent and accurate manner. Combining the technology approach with participation is a crucial aspect in supporting a more efficient and productive local asset management policy.

In Grobogan Regency, there are a number of significant problems in land asset management. First, there is land that is not optimally utilized and not clearly registered, so that the asset becomes idle. Secondly, the use of land by residents without official permission does not contribute in the form of taxes or land rent levies. Third, there is a lack of effective management and supervision systems for local government land assets, including administrative constraints such as uncommunicative appeals from local governments to local villagers.

This study aims to analyze the potential of idle land optimization as a strategic step in supporting the improvement of local government efficiency and PAD. In addition, this study also identifies the importance of socialization to village heads regarding the management of government-owned land assets to make them more productive and provide real economic contributions. This research analyzes land assets owned by the Grobogan Regency Government that are not optimally utilized or idle and the results of the research are implemented through socialization to village heads in Grobogan Regency to increase public awareness and participation in more effective land asset management.

The novelty of this research lies in the participatory approach with modern technology to address the issue of idle land management. This research, different from previous ones, not only addresses the condition of idle assets and administrative challenges, but also introduces a more strategic model of asset management by involving the active role of village heads and communities. This approach integrates the use of technologies such as Sismiop and Smart Map to improve efficiency in data collection, monitoring and utilization of land assets.

This research is expected to provide a clear solution for the Grobogan Regency Government in optimizing idle land assets, increasing PAD, and encouraging sustainable local economic development. Therefore, this research makes a significant contribution not only in solving the problem of idle asset management, but also offers a new approach in local asset management that is more innovative, transparent, and accountable.

## **2. RESEARCH METHOD**

This research uses a qualitative method with a descriptive approach to describe the condition of unmanaged or idle land owned by the Grobogan Regency Government, and analyze its optimization potential. This approach was chosen because it can provide a clear analysis of the idle land phenomenon, challenges in its management, and possible strategic solutions.

Data collection was conducted using three main techniques. Interviews were conducted with local government officials, village heads, and communities to identify the factors that cause land to go unutilized, assess administrative barriers, and assess utilization efforts that have been made. Surveys and direct field observations were conducted to analyze the physical condition of idle land and evaluate its potential utilization based on location and accessibility..

The data obtained has been analyzed using qualitative methods. The stages of analysis include data reduction to filter relevant information, data presentation in the form of narrative and tabular descriptions, and conclusion drawing to formulate the potential optimization of idle land and its management solutions. This analysis is based on the theory of regional asset management that emphasizes the importance of effective planning, utilization, and supervision of assets.

Through this method, the research is expected to be able to present an in-depth analysis of the condition of idle land in Grobogan Regency and formulate strategic steps to optimize its utilization, with the aim of increasing regional own-source revenue (PAD) and encouraging regional economic development..

### 3. RESULTS AND DISCUSSIONS

#### Survey Results and Field Observations

Survey results and direct observations of land conditions in Grobogan Regency show that some land conditions are abandoned or stalled, while some land conditions have been used for productive purposes or leased. Abandoned land is often not properly utilized or managed, causing economic losses for the region. This condition can also harm the environment, such as creating unmaintained idle land.

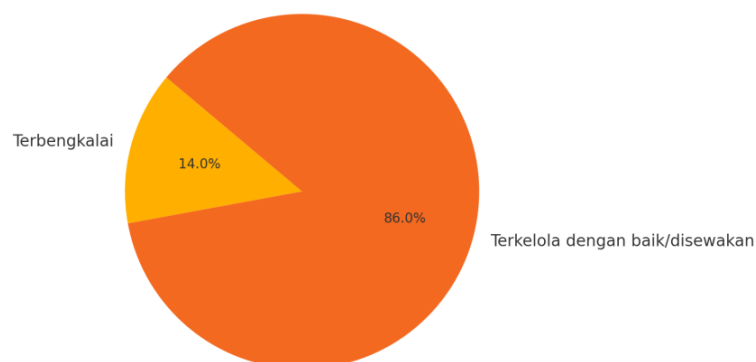
Conversely, well-managed land boosts the local economy. Different types of land are used, including agriculture and plantations, as well as commercial activities such as leasing land for ATMs, offices, kiosks, or other needs. This good management increases local revenue through taxes or rent, as well as creating new jobs and driving local economic growth. The data can be seen in the following table:

**Table. 1.** Soil Condition Survey Results of Grobogan District

Kondisi tanah	Persentase	Keterangan
Terbengkalai	14%	Tanah tidak dimanfaatkan atau tidak dikelola produktif.
Terkelola dengan baik/disewakan	86%	Tanah dimanfaatkan untuk berbagai kegiatan produktif.

Sumber: Survei, 2024

Analisis Kondisi Tanah di Kabupaten Grobogan



**Figure 1.** Soil condition of Grobogan District

To maximize the utilization of abandoned land, strategic steps must be taken, namely locating unutilized assets and assessing their potential utilization. The local government can provide incentives to investors or landowners to manage the land in accordance with productive uses, such as small industries, agriculture, or micro-enterprises. Therefore, in a sustainable manner, the optimization of land assets in Grobogan Regency can increase the income and welfare of the community.

#### Analysis of Potential Optimization of Land Assets

Based on survey results, 14% of land in Grobogan Regency is abandoned, indicating that the land is not yet providing optimal economic benefits. Land that is unmanaged or used without a license can reduce local revenue. Local own-source revenues (PAD) could increase significantly if these lands were properly managed, for example through leasing schemes or cooperative utilization with third parties.

Land that is not being productively utilized, also known as vacant assets, can be re-managed through transparent and ideal mechanisms, such as leasing or collaboration with private parties. In addition, uncertified assets are a major obstacle to revenue optimization, as seen in Bima District, where disputes and ownership claims are related to uncertified land assets (Umam et al., 2017). Recommendations for Grobogan District:

- Regularly conduct asset inventories to ensure land status and legality.
- Conduct regional asset certification programs to prevent conflicts and maximize land utilization.

- c. Plan land utilization strategies through long-term leasing or cooperative utilization with private parties or communities.

Better land management can increase local revenue (PAD). Rental fees, land and building tax (PBB), or cooperation with third parties can come from well-managed land assets. In the case of Grobogan Regency, 86% of the land has been put to productive use, indicating potential revenue that is already being realized. However, there is still room for improvement.

Optimization of land assets can help increase PAD if the local government has a good and transparent management plan. In addition, revenue from productive land can be used to build infrastructure and public services, which in turn will improve the welfare of the community (Nofia Mutmainah, 2010).

In addition, using community-based land can improve land productivity by using a participatory approach. Community involvement in land management, particularly in the agriculture and agribusiness sectors, can result in sustainable land use and have a direct impact on the local economy (Adi, 2017b).

### **Challenges in Idle Asset Management**

Based on survey results and direct observations in the field, there are a number of problems in the management of idle assets, especially land in Grobogan Regency, which hinder their effective utilization. The main factor is that people do not realize the importance of local asset management. Unused land is often used illegally without official permission, hindering beneficial utilization (Noviawati, 2016). In addition, there are no clear and comprehensive regulations on idle asset management mechanisms. As a result, local governments have difficulty making effective policies (Selang, 2023). Problems such as the lack of communicative appeals from the local government to local villagers.

In addition, many vacant lands are in non-strategic places, which makes them economically unattractive. In addition, the cost of maintaining unproductive assets is an additional burden to the local government (Selang, 2023). This condition is worsened by the absence of effective optimization planning, which leads to idle assets without providing significant economic contributions to the region (Tana et al., 2017).

Overcoming this problem required several strategic solutions. To ensure the status of assets and their legality, a re-inventory is accelerated by the village government (Noviawati, 2016). It is imperative to make comprehensive regulations on the mechanism of utilization of vacant land, including cooperation schemes such as lease or build-to-sell (BGS) (Tana et al., 2017). In addition, communities should be more involved in utilizing land for economic purposes such as agriculture, plantations, and micro, small and medium enterprises (MSMEs) (Tana et al., 2017). The use of digitization in asset management can make recording and monitoring idle assets more transparent and efficient. On the other hand, to ensure professionalism in asset management, technical training should be prioritized. This strategy is expected to maximize the utilization of currently idle land assets to increase local revenue and boost the economic growth of Grobogan Regency in a sustainable manner.

### **Peran Socialization with Village Head**

As a result of the socialization of "Optimizing Regional Asset Management to Increase Regional Original Revenue", village heads have a strategic role in managing unmanaged or under-managed land in Grobogan District. This socialization succeeded in increasing the understanding and awareness of village heads and their staff on the importance of effectively managing land assets to support the increase of local own-source revenue. As local leaders, village heads are aware of the possibility of utilizing vacant land as a source of revenue through land leasing, agricultural development, plantations, and collaboration with third parties (Mahin, 2022).

However, there are still some problems to manage idle land. Community unawareness leads to land often being utilized illegally without providing benefits to the village. This is in accordance with research (Mahin, 2022) which shows that asset legality is the main obstacle in implementing village asset management policies. In addition, there are no clear regulations and village officials do not have the ability to maximize asset utilization (Kushartono et al., 2022). The results of the socialization encouraged the village government to address this issue.

- 1) Re-inventory of Land Assets

In collaboration with the BPN, the village government will re-register unused land to ensure clear ownership and resolve legality issues (Kushartono et al., 2022).

2) Develop an Asset Utilization Plan

The village will create a plan to utilize the vacant land for productive activities such as agricultural and plantation development, as well as leasing the land to MSMEs or investors. Using assets through cooperative mechanisms can help the economic growth of local communities and generate substantial revenue for the village (Mahin, 2022).

3) Increasing PAD through Asset Utilization

Village heads know that optimal utilization of vacant land can increase PAD through taxes, levies, or rent. This revenue will be used for infrastructure development, public service improvement, and community economic empowerment (Kushartono et al., 2022).

4) Periodic Monitoring and Evaluation

To ensure effective, efficient, and accountable management, the village government is committed to conducting regular monitoring and evaluation of the utilization of vacant land (Mahin, 2022).

Through this socialization, village heads better understand their role as the main driver in optimizing the utilization of village assets. Asset management in Grobogan Regency is expected to contribute significantly to increased PAD by resolving administrative issues, improving coordination, and encouraging productive utilization of idle land. In addition, this action can serve as a sustainable solution that will support economic growth and improve the overall welfare of the community (Kushartono et al., 2022).

### **MEfficient Asset Management Model**

Two main approaches are outlined in Grobogan District's land asset management model: active community and village head participation and the use of advanced technology. By actively involving the community, the village head is strategically responsible for recording, planning and overseeing the utilization of vacant land. The involvement of local stakeholders increases transparency and accountability in local asset management (Raharja et al., 2015). The village head can work with the community to create a land use plan that matches local potential. These plans could include the development of plantations, the agricultural sector, or land-based micro-enterprises. In addition, community participation in supervision can maximize land use according to local economic needs and reduce illegal land use (W Niken, 2017).

In contrast, supporting efficient recording and monitoring of land assets is essential. Sismiop enables digital asset registry, which allows local governments to record information such as location, area, ownership status, and possible utilization of idle land. This technology minimizes the possibility of data loss while making data access easier. In addition, Smart Map technology enables real-time mapping of idle land. This helps to locate and monitor the progress of its utilization more clearly and accurately.

In addition, local governments can build a web-based monitoring platform that allows the public and stakeholders to access the data. Therefore, all management operations, from data collection, utilization, to asset supervision, can be carried out more clearly and accountably.

Land asset management in Grobogan District can be done more effectively with a participatory approach involving village heads and communities, as well as the use of advanced technology to assist with recording and monitoring. It is expected that the use of this model will improve the utilization of vacant land, increase local revenue, and encourage sustainable local economic development.

## **4. CONCLUSION**

The results of the research and analysis show that idle land in Grobogan Regency, which stands at 14%, has not contributed significantly to local revenue. These lands are managed in an inefficient manner and are often illegally utilized by the community, which can lead to economic losses as well as conflicts over ownership. On the other hand, 86% of the land that has been put to productive use shows a positive contribution to increasing local revenue through various schemes such as leasing,

taxation, or cooperation with third parties. There are some significant challenges in land asset management, including community unawareness, administrative constraints such as lack of appeals or socialization, lack of supervision, and lack of strategic planning for land asset utilization. On the other hand, village heads play a crucial role as facilitators in ensuring that asset utilization is conducted in a transparent and sustainable manner. Socialization results indicate increased awareness at the village level, which supports strategic steps such as re-inventorying assets and developing utilization plans that involve community participation. The use of technologies such as Sismiop and Smart Map can be considered as promising solutions to support the recording and monitoring of land assets in a transparent and accurate manner. These technologies provide the ability to conduct live monitoring and formulate data-driven policies, thereby reducing the possibility of asset misuse. Idle land management in Grobogan Regency can be optimized as an effective strategy to increase local revenue and support sustainable regional economic development. Participation involving local government, village heads, and communities, as well as the use of modern technology, are important factors in optimizing the potential of land assets. For future research, it is important to conduct a more in-depth analysis of idle land utilization schemes by considering location characteristics and region-specific needs. Research on collaboration models between local governments, the private sector and communities in idle land management can provide more systematic and practical guidance for other regions facing similar problems.

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