

Economic Development Strategy of South Lampung Regency Using Analytical Hierarchy Process (AHP) Method

Fitri Silvia Amanda

Bachelor of Development Economics, University of Lampung

Abstract

This research is motivated by the importance of integrated and priority-based regional development planning in supporting sustainable economic development in South Lampung Regency. The study aims to analyze the priority of economic development indicators and determine regional development strategies using the Analytical Hierarchy Process (AHP) method. This study uses a quantitative approach with descriptive-analytical methods. The study population includes stakeholders involved in regional development planning, while the sample is determined using a purposive sampling technique based on expert judgment consisting of officials of the Regional Development Planning Agency and academics. The research instruments are in the form of a pairwise comparison questionnaire, interviews, observations, and documentation studies. The data analysis technique uses the AHP method with the help of Expert Choice 11.0 software through the stages of hierarchical preparation, priority weighting, and Consistency Ratio testing. The results of the study indicate that the main priorities for economic development in South Lampung Regency are aspects of democracy, security, and law with a weighting of 19.3%, followed by strengthening human resources, moral and cultured society, and governance. The conclusion of the study shows that social stability, quality of human resources, and adaptive bureaucracy are the main foundations in realizing sustainable and competitive regional economic development.

Keywords: Analytical Hierarchy Process, Economic Development, Good Governance, Regional Development Strategy, Sustainable Development

INTRODUCTION

Regional development planning plays a crucial role in realizing inclusive and sustainable economic development. In recent years, regional development challenges have become increasingly complex due to the impact of the COVID-19 pandemic, inter-

1083

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regional inequality, and regional fiscal constraints. Therefore, regional governments are required to develop integrated, priority-based development plans that align with community needs and national development targets (Pau et al., 2023; Dastini & Ajidin, 2024).

South Lampung Regency is a strategic area in Lampung Province with significant potential in the agriculture, industry, and tourism sectors. However, regional development achievements remain relatively moderate compared to several other regions in Lampung Province. The Human Development Index (HDI), economic growth, and regional fiscal capacity indicate that development potential has not been fully optimized (Arkansyah et al., 2022; Aquinaldo et al., 2024). This situation indicates a gap between regional potential and achieved development outcomes.

Previous research has shown that the effectiveness of regional development is influenced by the integration of planning and budgeting and the ability of local governments to determine development priorities (Wasana & Halim, 2018; Pau et al., 2023). Furthermore, the achievement of economic development indicators such as economic growth, poverty, and unemployment is also significantly influenced by the quality of regional development policies (Rahman et al., 2022).

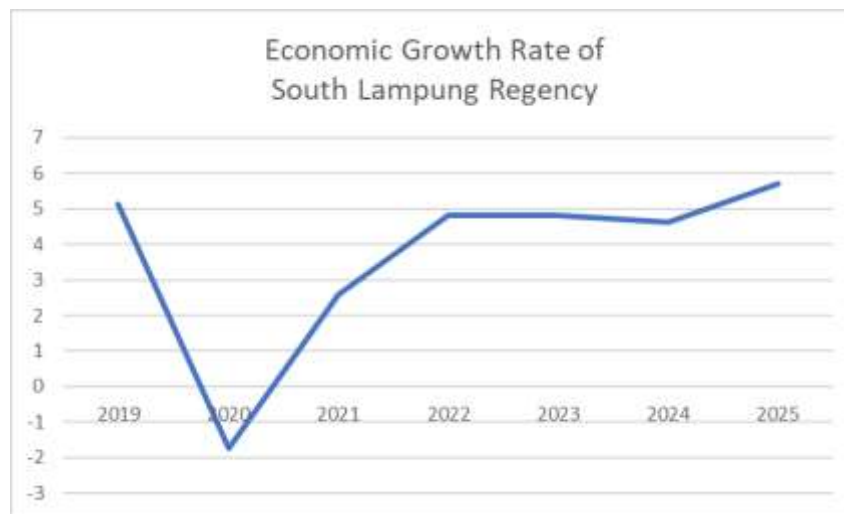


Figure 1 Economic Growth of South Lampung Regency for the 2019-2024 Period

However, previous research still shows differing views regarding the main factors influencing the success of regional development. Some studies emphasize fiscal capacity as the dominant factor, while others highlight the importance of governance and development priority setting (Setyowati & Suparno, 2021; Nugroho et al., 2023). Furthermore, most studies still use a descriptive approach and have not integrated various development indicators into a comprehensive decision-making model.

Based on these conditions, there remains a research gap regarding determining regional development strategy priorities using a multi-criteria approach. Research on regional economic development based on the Analytical Hierarchy Process (AHP) method, particularly in South Lampung Regency, remains limited. However, the AHP method can help systematically determine development priorities based on the importance of each development indicator (Saaty, 2021).

Therefore, this study aims to analyze the priority indicators of economic development and determine priority strategies for regional development in South Lampung Regency using the AHP method. This research is expected to provide theoretical contributions to regional development studies and provide practical recommendations for local governments in formulating more effective and targeted development policies.

METHOD

This study uses a quantitative approach with a descriptive-analytical method to determine the priority economic development strategies for South Lampung Regency using the Analytical Hierarchy Process (AHP) method. This approach is used because it can analyze regional development issues systematically and measurably through numerical weighting of various economic development indicators, such as economic growth, poverty levels, and unemployment (Creswell & Creswell, 2023; Saaty, 2021).

The research instrument was an AHP-based pairwise comparison questionnaire, supported by interviews, observations, literature studies, and documentation from the RPJMD, RKPD, and data from the Central Statistics Agency (BPS). Data were analyzed using the AHP method through the stages of hierarchical construction, pairwise comparison matrices, priority weight calculations, and Consistency Ratio (CR) testing using Expert Choice 11.0 software (Sugiyono, 2022; Emzir, 2021).

The study population included stakeholders involved in regional development planning in South Lampung Regency. The sampling technique used purposive sampling with an expert judgment approach, resulting in selected respondents consisting of

1085



Bappeda leaders, secretaries, heads of relevant divisions, and academics with expertise in economic development and public policy (Sudaryono, 2021; Kontogianni et al., 2015).

The research procedure was carried out through problem identification, data collection, development of an AHP hierarchical structure, distribution of questionnaires to expert respondents, and data processing using the AHP method to determine the priority economic development strategies for South Lampung Regency for the 2025–2029 period. The results of the analysis were then used as a basis for formulating more effective, priority-based regional development policy recommendations (Creswell & Plano Clark, 2018; Saaty, 2021).

RESULTS AND DISCUSSION

Analytical Hierarchy Process (AHP) Data Analysis

This research is based on the identification of various development problems in South Lampung Regency, including ineffective development planning, suboptimal economic growth, limited regional fiscal capacity, suboptimal human resource quality, and suboptimal governance and utilization of regional economic potential. Based on these problems, this study aims to formulate priority strategies for regional economic development using the Analytical Hierarchy Process (AHP) approach. The analysis process was carried out with the help of Expert Choice 11 software to support systematic and objective decision-making. Determination of criteria and alternative strategies was obtained through the distribution of questionnaires and interviews with informants who have competence and direct involvement in the regional development planning process of South Lampung Regency.

Table1. Research Informants

No.	Name	Position	Agency
1	Aryan Saruhian, SP, MP	Head of the Regional Development Planning Agency	Regional Development Planning Agency of South Lampung Regency
2	Mulyadin, SP, MT	Secretary of the Regional Development	Regional Development Planning Agency of

1086



		Planning Agency	South Lampung Regency
3	Andi Nurizal, SE, MM	Head of Social Affairs of Government	Regional Development Planning Agency of South Lampung Regency
4	Rizki Alfina Kamal, SKM, MM	Head of Economics	Regional Development Planning Agency of South Lampung Regency
5	Prety Wulandari, ST, MT	Acting Head of Regional Facilities and Infrastructure Division	Regional Development Planning Agency of South Lampung Regency
6	Dr. Hidayatullah, SE, SH, MH, M.Kom., M.Sc., Akt.	Academics	College/Expert

Based on the results of interviews, questionnaires, and validation with expert judgment in the fields of economics and governance, several main criteria were obtained in the preparation of the economic development strategy for South Lampung Regency, namely a moral and cultured society, democracy, security and law, good governance, strengthening human resources, equality and justice, development of coastal and mountainous areas, and increasing regional competitiveness. All of these criteria were then arranged into an Analytical Hierarchy Process (AHP) hierarchical structure to determine the priorities of regional economic development strategies systematically and measurably. The results of the AHP hierarchy can be seen in the following scheme.



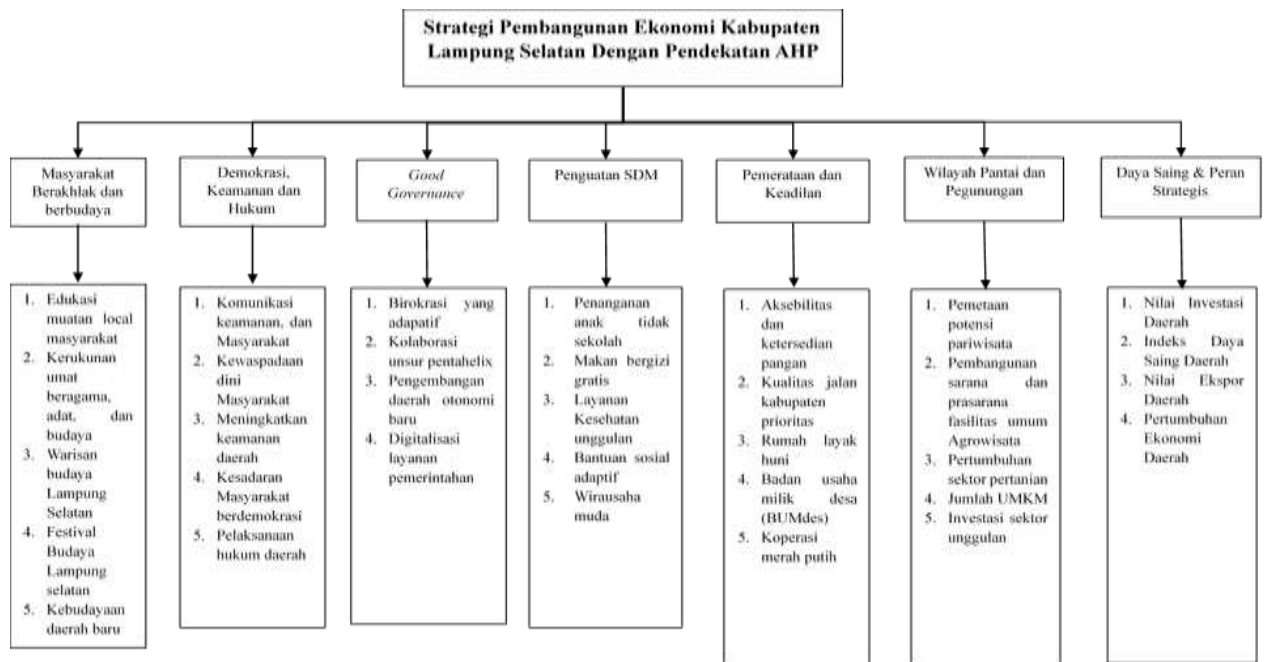


Figure 1. Analytical Hierarchy Process Scheme

Results of Priority Calculation of AHP Criteria Weights for All Respondents

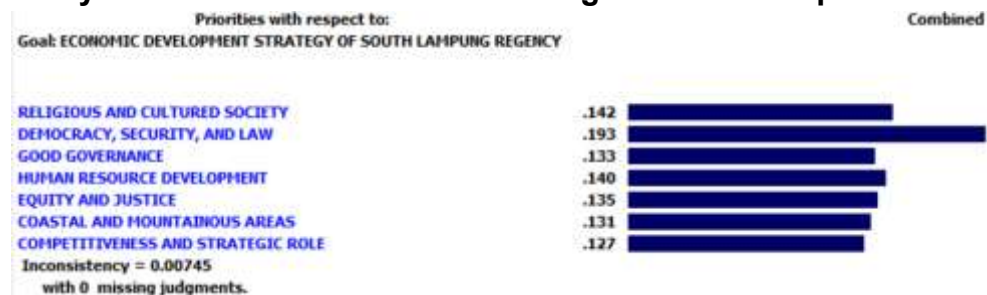


Figure 2. Results of Priority Weight Calculation

Based on the Analytical Hierarchy Process (AHP) calculations, the criteria of democracy, security, and law were the top priorities, with a weighting of 19.9%, followed by a moral and cultured society and human resource development, each with a weighting of 14.2%. Furthermore, equality and justice received a weighting of 13.5%, good governance 13.3%, coastal and mountainous areas 13.1%, and regional competitiveness 12.7%. The inconsistency ratio of 0.00745 indicates that respondents' assessments were consistent and reliable.

These results indicate that social stability, security, legal certainty, human resource quality, and good governance are key factors supporting the economic development of South Lampung Regency. Meanwhile, regional aspects and regional competitiveness continue to play a supporting role in developing local economic potential, investment, and tourism.

Results of Alternative Priority Calculations Using AHP Criteria for All Respondents

A moral and cultured society

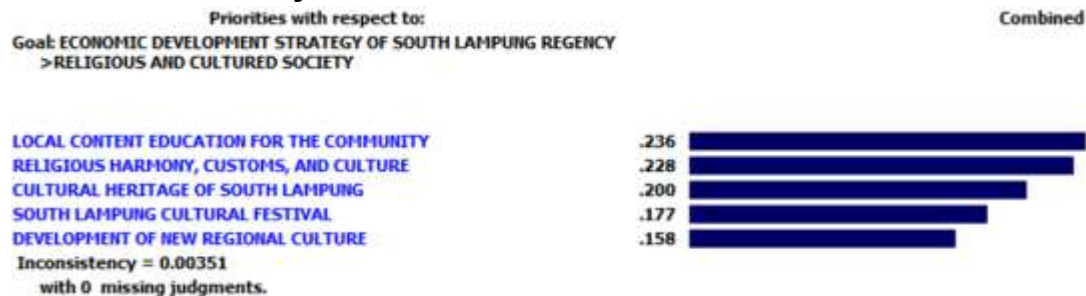


Figure 3. Results of Calculation of Alternative Priorities for a Moral and Cultured Society

Based on the results of the Analytical Hierarchy Process (AHP), the local content education indicator is the main priority in the criteria of a moral and cultured society with a weight of 23.6%, followed by religious harmony, customs, and culture at 22.8%, South Lampung cultural heritage at 20%, cultural festivals at 17.7%, and new regional culture at 15.8%. The inconsistency ratio value of 0.00351 indicates that respondents' assessments are consistent and reliable.

These results indicate that local culture-based education and social harmony are key factors in shaping a moral and cultured society in South Lampung Regency. Furthermore, preserving local culture is also seen as crucial for regional identity and supporting tourism and creative economy development. These findings emphasize that cultural development strategies need to focus on strengthening character education, cultural preservation, and increasing social tolerance.

Democracy, security and law

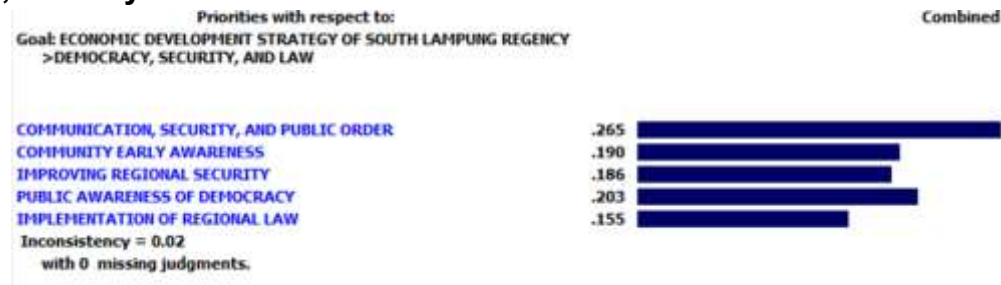


Figure 4. Results of Calculation of Alternative Priorities for Democracy, Security, and Law

Based on the results of the Analytical Hierarchy Process (AHP) analysis, the communication, security, and community indicators are the top priority in the aspects of democracy, security, and law with a weighting of 26.5%, followed by public awareness of democracy at 20.3%, public early warning at 19%, improving regional security at 18.6%, and implementation of regional law at 15.5%. The inconsistency ratio value of 0.02 indicates that respondents' assessments are consistent and reliable.

These results indicate that public communication, community participation, and security stability are key factors in supporting conducive regional development in South Lampung Regency. Furthermore, democratic awareness and a community early warning system are considered crucial in maintaining regional social and political stability. Meanwhile, the implementation of regional law remains a supporting aspect that needs to be strengthened through more effective and consistent policy implementation and law enforcement.

Good governance

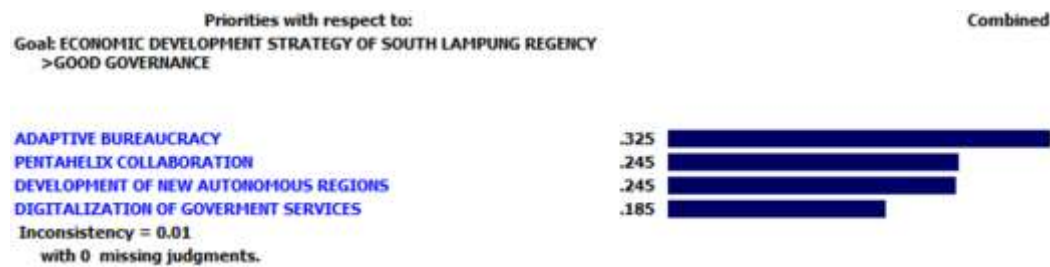


Figure 5. Results of Calculation of Good Governance Alternative Priorities

Based on the results of the Analytical Hierarchy Process (AHP) analysis, the adaptive bureaucracy indicator is the top priority in the aspect of good governance, with a weighting of 32.5%, followed by pentahelix collaboration and the development of new autonomous regions, each with 24.5%, and digitalization of government services with 18.5%. An inconsistency ratio of 0.01 indicates that respondents' assessments are consistent and reliable.

These results indicate that an adaptive bureaucracy is a key factor in supporting effective governance in South Lampung Regency. Furthermore, collaboration between stakeholders and regional development are also considered crucial in improving the effectiveness of development and public services. Meanwhile, government digitalization continues to play a supporting role in increasing efficiency, transparency, and modernizing government services.

Strengthening human resources

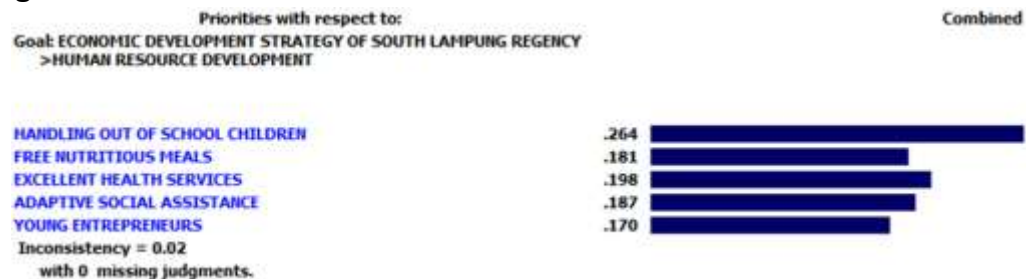


Figure 6. Results of Calculation of Alternative Priorities for Strengthening Human Resources

Based on the results of the Analytical Hierarchy Process (AHP) analysis, the indicator for handling out-of-school children is the top priority in the aspect of strengthening human resources with a weighting of 26.4%, followed by superior health services at 19.8%, adaptive social assistance at 18.7%, free nutritious meals at 18.1%, and young entrepreneurs at 17%. The inconsistency ratio value of 0.02 indicates that respondents' assessments are consistent and reliable.

These results indicate that education and health are the primary focus for strengthening human resources in South Lampung Regency. Furthermore, social protection and meeting community nutritional needs are also considered crucial for improving community welfare and quality of life. Meanwhile, youth entrepreneurship

development continues to play a key role in creating jobs and increasing community economic independence.

Equality and justice

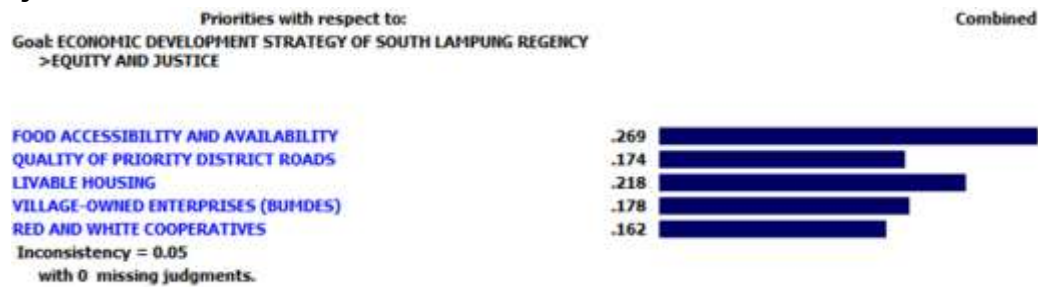


Figure 7. Results of Calculation of Alternative Priorities for Equity and Justice

Based on the results of the Analytical Hierarchy Process (AHP), the accessibility and availability of food indicators are the top priority in the aspect of equity and justice with a weighting of 26.9%, followed by decent housing at 21.8%, BUMDes at 17.8%, the quality of priority district roads at 17.4%, and the red and white cooperative at 16.2%. The inconsistency ratio value of 0.05 indicates that respondents' assessments are consistent and reliable.

These results indicate that meeting food needs and community access to food sources are key factors in achieving equitable development in South Lampung Regency. Furthermore, providing decent housing, improving road infrastructure, and strengthening the village economy through Village-Owned Enterprises (BUMDes) are also considered crucial in improving community welfare and reducing regional disparities. Meanwhile, cooperatives continue to play a supporting role in strengthening community-based economies.

Coastal and mountainous areas

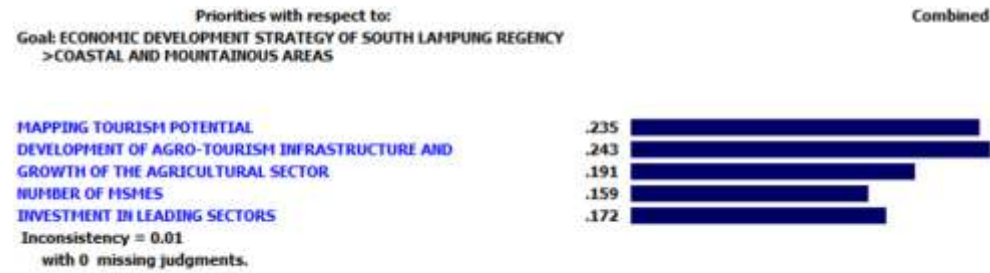


Figure 8. Results of Calculation of Alternative Priorities for Coastal and Mountainous Areas

Based on the results of the Analytical Hierarchy Process (AHP), the accessibility and availability of food indicators are the top priority in the aspect of equity and justice with a weighting of 26.9%, followed by decent housing at 21.8%, BUMDes at 17.8%, the quality of priority district roads at 17.4%, and the red and white cooperative at 16.2%. The inconsistency ratio value of 0.05 indicates that respondents' assessments are consistent and reliable.

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Competitiveness and strategic role

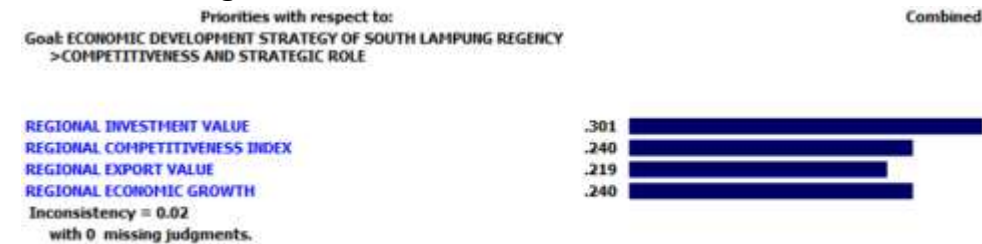


Figure 9. Results of Calculation of Priority Alternatives for Competitiveness and Strategic Role

Based on the results of the Analytical Hierarchy Process (AHP), the regional investment value indicator is the top priority in the competitiveness and strategic role aspects, with a weighting of 30.1%, followed by the regional competitiveness index and regional economic growth, each with 24%, and regional export value with 21.9%. The inconsistency ratio of 0.02 indicates that respondents' assessments are consistent and reliable.

These results indicate that regional investment is the most dominant factor in enhancing the competitiveness and strategic role of South Lampung Regency. Furthermore, increasing regional competitiveness and economic growth are also considered crucial in creating a conducive business climate and driving regional development. Meanwhile, export value continues to play a supporting role in expanding markets for regional products and sustainably strengthening the local economy.

Total Priority Calculation

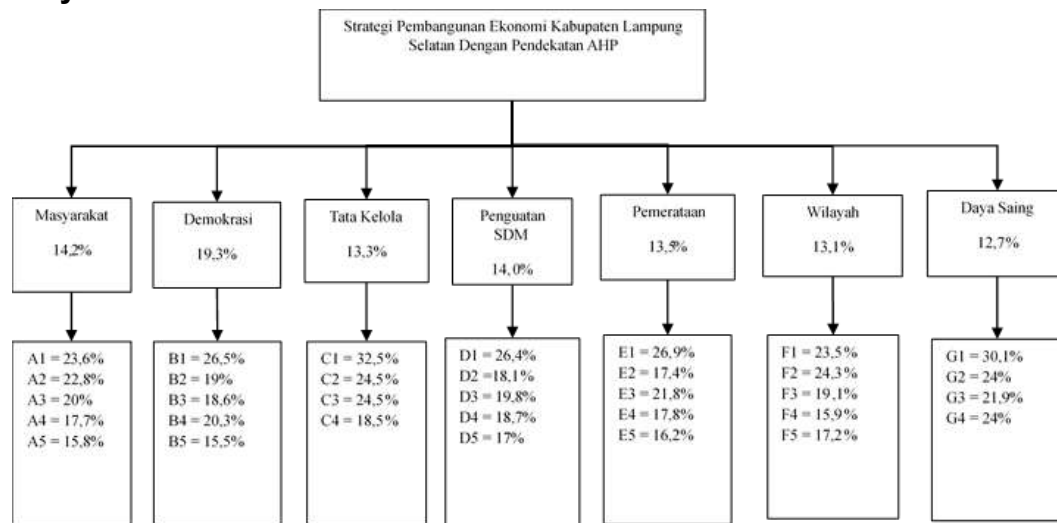


Figure 10. AHP Calculation Results

Table 2. Calculation Description Code

Code	Information	Code	Information
Code A		Code E	
A1	Local community content education	E1	Food accessibility and availability
A2	Harmony between religions, customs and culture	E2	Quality of priority district roads
A3	Cultural heritage of South Lampung	E2	Quality of priority district roads
A4	South Lampung Cultural Festival	E4	Village-owned enterprises (BUMdes)
A5	New regional culture	E5	Red and White Cooperative
Code B		Code F	
B1	Security Communication, and Society	F1	Mapping tourism potential
B2	Early warning of the community	F2	Development of public facilities and infrastructure for agrotourism
B3	Improving regional security	F3	Growth of the agricultural sector
B4	Public awareness of democracy	F4	Number of MSMEs
B5	Implementation of regional law	F5	Investment in leading sectors
C code		G Code	
C1	Adaptive bureaucracy	G1	Regional Investment Value
C2	Pentahelix element collaboration	G2	Regional Competitiveness Index
C3	Development of new autonomous regions	G3	Regional Export Value
C4	Digitalization of government services	G4	Regional Economic Growth
Code D			
D1	Handling of children who do not attend school	D2	Free nutritious meals
D3	Excellent Health Services	D4	Adaptive social assistance
D5	Young entrepreneurs		



The following are 7 main strategies in the 2025–2029 South Lampung Regency RPJMD:

a. Regional Character and Culture Strengthening Strategy

This is done through the development of local content, cultural preservation, strengthening interfaith harmony forums, and holding the South Lampung cultural festival.

b. Strategy for Realizing Regional Security and Democracy

This includes improving security communication forums, optimizing community early warning, evaluating regional legal products, and increasing public awareness of democracy.

c. Digital Governance Reform Strategy

Implemented through bureaucratic reform, increasing the value of SAKIP, digitalizing government services, pentahelix collaboration, and strengthening regional innovation.

d. Strategy for Developing Quality and Sustainable Human Resources

Focus on developing superior schools, 13 years of compulsory education, health services, stunting management, adaptive social assistance, and improving workforce training.

e. Strategy for Equitable Infrastructure and Equitable Development

This is done by improving the quality of roads, providing decent housing, developing village-owned enterprises (BUMDes) and cooperatives, and strengthening community food security.

f. Coastal and Mountain Area Development Strategy

Covering the development of agro-educational tourism, increasing agricultural and fisheries productivity, strengthening MSMEs, halal ecosystems, and disaster mitigation.

g. Strategy for Increasing Regional Roles at the National and International Levels

Implemented through strengthening regional branding, increasing cross-regional partnerships, participation in national/international events, and sister city collaboration.

Based on the results of the Analytic Hierarchy Process (AHP) calculations, the priority development strategies of South Lampung Regency for 2025–2029 that have the highest weight are democracy, security, and law at 19.3%, followed by a moral and cultured society at 14.2%, strengthening human resources at 14%, equitable

1096



development and justice at 13.3%, good governance at 13.3%, coastal and mountainous areas at 13.1%, and competitiveness and strategic roles at 12.7%. These results indicate that the direction of regional development is prioritized more on strengthening social stability, security, and governance rather than accelerating economic growth directly.

In terms of democracy, security, and law, the main priority is to strengthen communication between the government, security forces, and the community, optimize early warning systems, and improve the implementation of regional laws. This strategy demonstrates that social stability and community participation are essential foundations for creating a safe and conducive development environment. This finding aligns with research by Widjaja (2025), which confirms that communication and coordination between institutions influence the success of regional development.

In terms of a moral and cultured society, priority strategies focus on developing local content curricula, strengthening relationships between cultural and religious communities, and preserving regional culture. This demonstrates that character development based on local culture is a crucial part of strengthening regional identity and social harmony.

In terms of good governance, development priorities are directed at adaptive bureaucratic reform, increasing the value of SAKIP (Support for Public Accountability), strengthening pentahelix collaboration, and digitizing government services. This strategy demonstrates that bureaucratic quality and synergy among stakeholders are crucial factors in improving the effectiveness of regional governance.

In terms of human resource development, local governments prioritize educational development, out-of-school child care, public health programs, adaptive social assistance, and free nutritious meals. These results demonstrate that education and health are the primary foundations for improving human resource quality and community well-being.

Meanwhile, in terms of equitable development and regional distribution, priorities are directed towards road infrastructure development, development of Village-Owned Enterprises (BUMDes), food stabilization, integrated tourism development, and improvement of the agricultural and MSME sectors. Regarding regional competitiveness, the main strategy focuses on strengthening investment, regional branding, inter-regional cooperation, and increasing participation in national and international activities. Overall, the research results indicate that the development of South Lampung Regency places greater emphasis on creating a safe, democratic, and well-governed regional environment as the foundation for sustainable economic development.

1097



CONCLUSIONS

Based on the results of the analysis and discussion conducted, the following conclusions have been drawn:

1. The priority criteria for development in South Lampung Regency outlined in the 2025–2029 Medium-Term Regional Development Plan (RPJMD) indicate that the direction of regional development places greater emphasis on strengthening social stability, security, democracy, and governance than on directly accelerating economic growth. This demonstrates that the local government views security, public order, and democratic community life as the primary foundations for supporting the sustainability of regional development. Additionally, community character development, human resource strengthening, equitable development, and the optimization of regional potential are also integral components of the regional development direction. Economic development in South Lampung Regency is not merely understood as an improvement in economic indicators but also as a process of creating stable social and governance conditions to support long-term development.
2. The suboptimal achievement of economic development indicators in South Lampung Regency is influenced by various interrelated strategic factors, particularly in the areas of democracy, security, and the rule of law. The regional development focus, which is more directed toward creating social stability, has resulted in economic development not yet becoming a top priority in regional policy. This situation has impacted economic growth, the quality of human resources, and regional competitiveness, which are still developing gradually. Additionally, the quality of governance, infrastructure limitations, development disparities between regions, suboptimal management of regional potential, and the region's still-limited fiscal capacity also affect the effectiveness of economic development. Therefore, economic development in South Lampung Regency requires synergy between strengthening social stability, improving the quality of public services, infrastructure development, and the sustainable development of regional potential.

Policy recommendations for economic development in South Lampung Regency can be formulated in two phases as follows:

1. Short-Term Recommendations (1–2 Years)

In the short term, local governments need to focus their development policies on strengthening democracy, security, and the rule of law as the top priority strategy identified by the Analytic Hierarchy Process (AHP) analysis. Efforts that can be undertaken include enhancing communication forums between local governments,

1098



security forces, and the community to foster social stability and a conducive environment for regional security. In addition, local governments need to optimize community early warning forums, improve the effectiveness of implementing local laws, and strengthen public awareness of democratic life. These steps are crucial to creating safe, orderly, and stable local conditions as a foundation for supporting sustainable regional development.

2. Medium-Term Recommendations (3–5 Years)

In the medium term, regional development should focus on strengthening governance, improving the quality of human resources, and ensuring equitable development across regions. Local governments need to undertake bureaucratic reforms by fostering an adaptive bureaucracy, improving the quality of public services, and advancing government digitalization to enhance the effectiveness of services provided to the public. Additionally, collaboration among the pentahelix stakeholders—involving the government, academia, the business sector, the public, and the media—must be strengthened to support participatory and sustainable regional development. Local governments must also enhance the development of basic infrastructure, regional accessibility, food security, and the education and health sectors to improve the quality of human resources and reduce regional development disparities.

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1099



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