

## STRENGTHENING VILLAGE INNOVATION SPACES THROUGH GEOGRAPHIC COMMUNICATION AND PLACE-BASED LEADERSHIP: EVIDENCE FROM PANGGUNG HARJO AT COVID-19 PERIOD

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### ABSTRACT

The development of technology in today's era is one of the factors causing the emergence of local leaders who are placelessness or not oriented towards place. Regional leaders must have a Place-based principle to improve the welfare of the local community by developing village innovation while still using local strengths. Panggungharjo Village, located in Sewon District, was named the Best and Inspiring Village because the village head implemented place-based leadership. This study uses a qualitative approach with a thematic method. Data collection was carried out through Elite Interviewing of village government and village enterprise, field observations, document archives, and online data search techniques. The focus of this study is on the communication patterns that occur in the Panggungharjo Village Government in creating relational space in the form of place-based village innovation. Based on the results of the study, Panggungharjo Village has the innovations KUPAS, Pasardesa.id. and Pasti Angkut. The geographic communication that is formed is between the village head, the community, and third parties in solving the waste problem. Place-based leadership from the three innovations is formed because of the fields of political, community, business, union, and managerial leadership. The innovation space that is formed is the integration of real space and cyberspace applied in the innovations KUPAS, Pasardesa.id, and Pasti Angkut.

**Keywords:** *geography communication; innovation; leadership; place-based; placelessness*

### INTRODUCTION

The village is an autonomous institution with its own traditions, customs, and punishments and is relatively independent, as indicated by the level of complex diversity as the most concrete

form of the nation in the smallest unit. Village communities can realise autonomous communities (village autonomy) as true autonomy. Autonomous villages provide various



development planning movements according to the real needs of the community and are not burdened by work programs from various government agencies. If village autonomy is truly realised, there will be no urbanisation of potential workers to the city to invade the job market. Jobs in the informal sector. Current technological developments have led to the emergence of local leaders who are "placelessness" or not oriented towards place (Andersson et al., 2022; Ayres, 2014; Hambleton & Howard, 2013; Sancino & Hudson, 2020). For example, local leaders who allow supermarkets to be built in their area can result in losses to local traditional markets, and money circulation does not occur in the local area, thus harming local traders and not improving the welfare of the village community. For example, in Yogyakarta, many capital rulers bring foreign cultures so that a multicultural society is created that eliminates the original regional culture and morals of the local community. Regional leaders who have a place-based principle aim to improve the welfare of local communities by developing village innovations while still paying attention to environmental, economic, socio-cultural, and political

boundaries (Jackson, 2019; Klepac et al., 2023; Weck et al., 2022). The village head has his own way of conveying village development plans to the community.

Panggungharjo Village, located in Sewon District, Bantul Regency, Special Region of Yogyakarta, is one of the villages that is a role model in the successful implementation of the Village Law by the Ministry of Villages as the Best and Inspirational Village (Pemerintah Kelurahan Panggungharjo, 2022). Panggungharjo Village has experienced rapid development and the development of village innovation because its area does not have adequate natural landscapes to be utilised, but it can become an independent village and can utilise its village potential. The skills of the Head of Panggungharjo Village, Wahyu Anggoro Hadi, as a local leader based on place to build several village innovations, such as the Pasardesa.id application, which is used to help local communities in increasing citizen independence and community welfare by forming a community that is able to compete in the digital world (Pemerintah Kelurahan Panggungharjo, 2022). Communication from the village head, village apparatus, and BUMDes is able



to form a new constellation of space in the form of innovation in efforts to realise the village's vision and mission.

## MATERIALS AND METHODS

This research was conducted in Panggungharjo Village, Sewin District, Bantul Regency, Special Region of Yogyakarta, which is astronomically located at -7.839288 LU and 110.357309 LS with an area of 560,955 Ha. This study employs a qualitative method with thematic analysis grounded in place-based leadership and geographic communication theories. The main analytical themes focus on village government policies and Village-Owned Enterprises (*BUMDes*) strategy during the COVID-19 period, and Communication strategies adopted by the village government and *BUMDes* in engaging private companies and residents to create digital innovation spaces during the COVID-19 period. Data were collected through in-depth interviews using an elite interviewing approach. The key informants consisted of the Village Head and three directors of Village-Owned Enterprises.

## RESULTS AND DISCUSSION

Panggungharjo Village is geographically located on the border of Yogyakarta

City. It can be said to be "not a city economically, and not a village in terms of landscape", so the Head of Panggungharjo Village, Wahyudi Anggoro Hadi, S.Farm, made an innovation in utilising local strengths and potential in a village-owned company, namely BUMDes, which is named Panggung Lestari. This BUMDes is located in Panggungharjo Village, Sewon District, Bantul, Special Region of Yogyakarta and has been formed as a legal entity through Village Regulation No. 7 of 2013, which regulates BUMDes as a space for innovation. BUMDes Panggung Lestari has five business units, namely the Waste Processing Business Group (KUPAS), Kampong Mataraman, Used Oil Management, Tamanu Oil Management, and Village Supermarket (Swadesa).

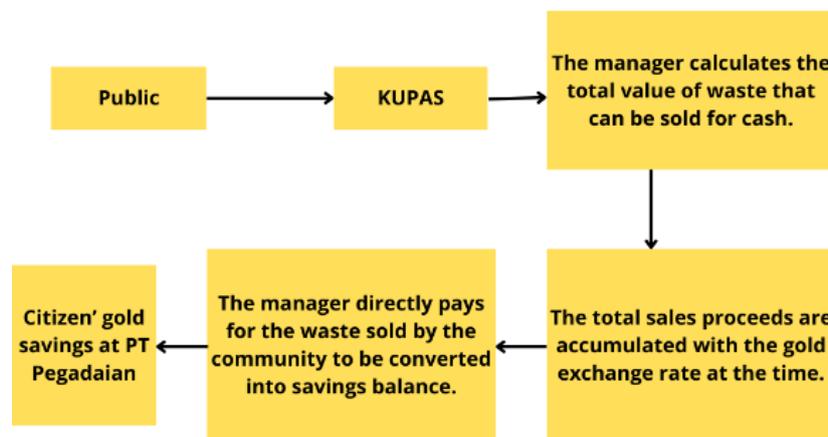
### 1. KUPAS (Kelompok Usaha Pengolah Sampah)

The establishment of KUPAS began with environmental problems that caused air pollution in the form of unpleasant odours from garbage, as an effort to regulate environmental management in Panggungharjo Village. Initially, the community rejected KUPAS, but the village head conducted socialisation and negotiations with the Sawit Hamlet



community to request permission to build a KUPAS hangar, so that the community agreed. At this stage, there was a communication process between the village head and the local community where Wahyudi Anggoro Hadi showed the side of a leader who protects the community. KUPAS Panggungharjo Village also innovated by changing

garbage into gold savings that can provide additional income and improve the community's economy, in accordance with the KUPAS slogan "Caring for Garbage for the Future of Our Children and Grandchildren". The flow of garbage sales at KUPAS from the community to gold savings is presented in **Figure 1**.



**Figure 1.** The flow of exchanging waste into gold savings

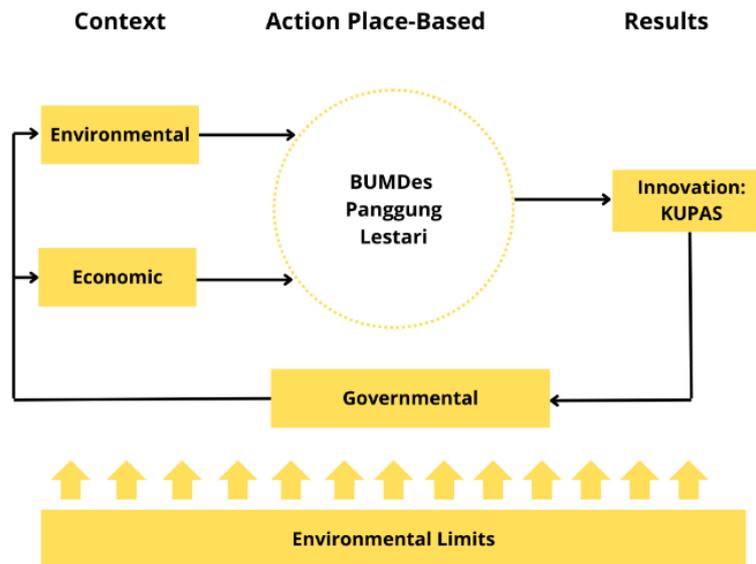
Source: author's analysis

The village government also utilises technology, namely social media, so that institutions outside the village see KUPAS, which Pegadaian offers assistance as a Pegadaian Fostered Village with an annual fund allocation of 1 billion and gold savings facilities. In addition, the Panggungharjo Village Government established a corporation, namely a capital partnership between the village government and PT Sumber

Global Properti. The financing obtained from this collaboration will be used to fulfil pre-operational activities in the form of construction of production buildings (hangars), modernisation of equipment, and digitalisation of services. The purpose of place-based leadership is reflected in KUPAS, where the village head has a vision and mission to solve environmental problems, especially waste and the business sector to improve

the welfare of the village community from the sale of waste. In this process, there is also geographic communication that occurs after the formation of KUPAS, namely, the space for

innovation to be built between third parties and the village government. The Peel innovation civic leadership process model is shown in **Figure 2**.



**Figure 2.** Peel Innovation Civic Leadership Process Model

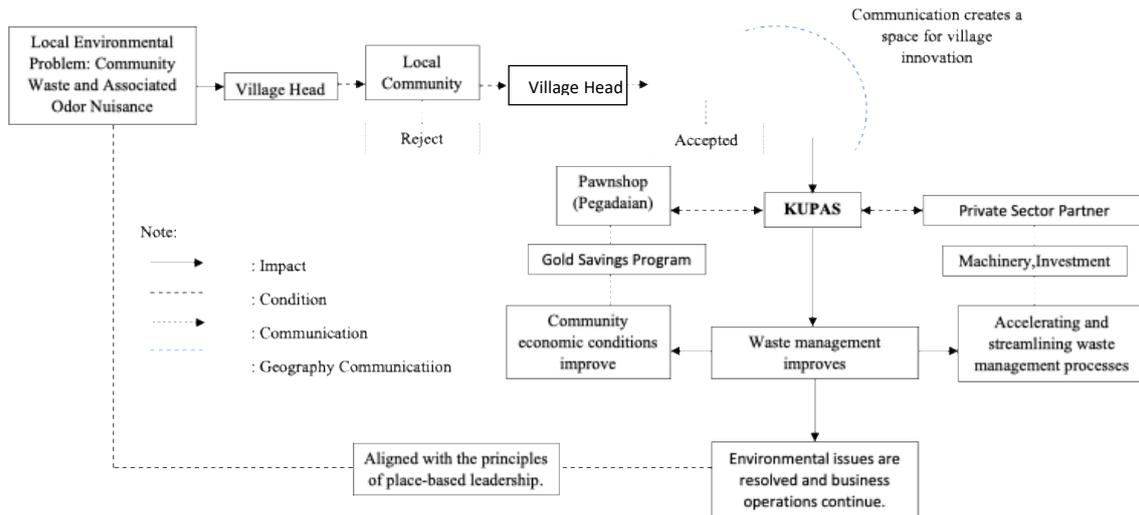
Source: Author's Analysis

The KUPAS innovation occurred because of the combination of leadership actors, namely Business Leadership and Community Leadership, because the combination of the two leadership actors formed the KUPAS innovation that overcomes the waste problem in Panggungharjo Village, so that in this case, the Local Environmental Framing becomes the most important limiting factor that cannot be negotiated. The geographic communication pattern of the

KUPAS formation is presented in **Figure 3**.

The KUPAS innovation model shows the spatial model stage, where the assumption is that space is something that is created and can change, where the relationship between space and communication is connected reciprocally or mutually, where space influences communication and communication also forms space.





**Figure 3.** Geographic Communication Pattern in the Formation of KUPAS

Source: Author's Analysis

## 2. Pasardesa.id

Pasardesa.id is a form of economic activity innovation that brings together economic actors, namely sellers and buyers, by transacting online so that economic circulation occurs in the village during the Covid-19 Pandemic (Lekakis & Liddle, 2022). This idea shows the nature of place-based leaders, namely, creating an independent community and improving community welfare using local strengths, namely, community purchasing power and local products (Nie et al., 2024; Sajjad et al., 2024). Pasardesa.id houses residents' shops in Panggungharjo Village (supply partners) and buyers from

Panggungharjo Village (purchasing partners) who are connected via an application and courier (delivery partners).

The Pasardesa.id application is a Placelessness innovation because there is no physical space, but it still maintains communication and relationships through digital space in the form of applications. Pasardesa.id is a place-based leadership because it creates an independent economic axis using local strengths and increases community income so that money in the village does not go out (private). Pasardesa.id business model flow shown in **Figure 4**.



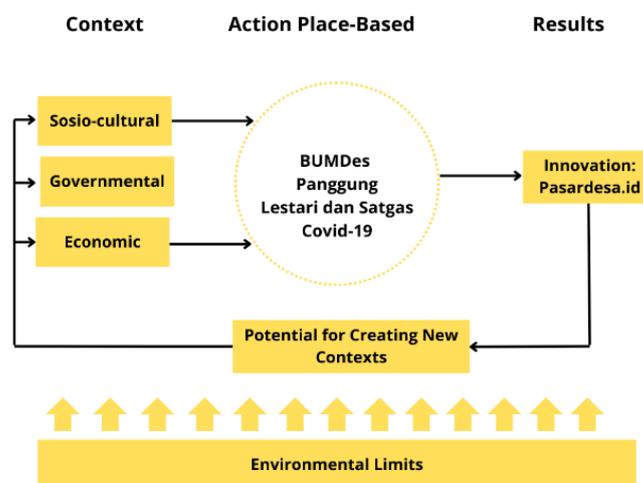


**Figure 4.** Pasardesa.id business model flow

Source: Pasardesa Panggunharjo Archives Documents

Pasardesa.id collaborates with other parties, namely Guwosari Village, Wirokerten Village, Ngestiharjo Village, Srihajro Village, BUMDes Bersama Indonesia, and Bank Negara Indonesia (BNI). BUMDes Bersama Indonesia provides opportunities for BUMDes in other areas to provide goods and provide a market for local products, while

cooperation with BNI is to distribute Village Fund Direct Cash Assistance (BLTDD). The Pasardesa.id application has been approved by the Ministry of Law and Human Rights and inaugurated by the Minister of Villages as a form of Innovative Village. The civil leadership process model of the pasardesa.id innovation is presented in **Figure 5**.



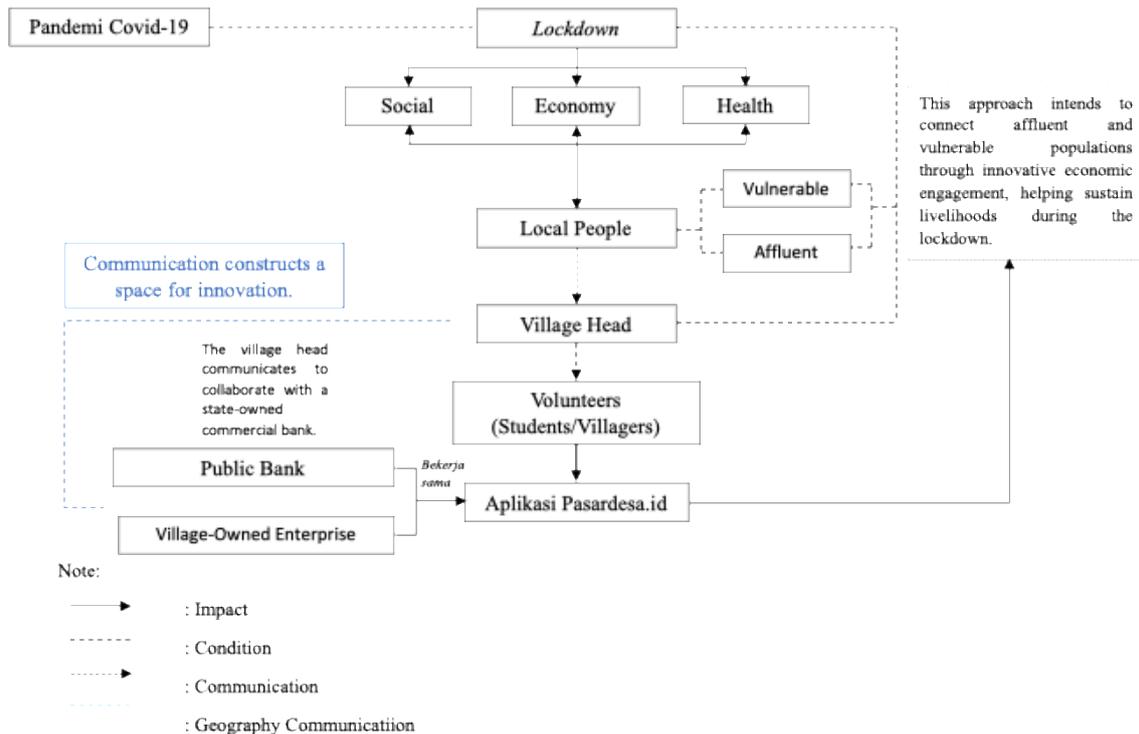
**Figure 5.** Pasardesa.id Innovation Civic Leadership Process Model

Source: Author's Analysis



The success of the formation and sustainability of pasardesa.id is not only carried out by the village head and director of pasardesa, but there is the intervention of several parties who work

together and communicate. The communication flow of the formation of the pasardesa.id innovation is presented in **Figure 6**.



Real and virtual space are integrated in the innovation of pasardesa.id, starting from the role of BNI in distributing BLTDD through cyberspace and actually bringing together buyers with couriers who carry their ordered goods, where the courier becomes the boundary between virtual space and real space. With pasardesa.id, the Panggunharjo Village government wants to reach a large global

audience, starting from its village first, which is bound by user preferences to contact people who are close to them in real space, namely users of the pasardesa.id applications are within reach of their closest people to make transactions, so that they are accessible by distance



### 3. Pasti Angkut

Pasti Angkut is a waste service application that provides a guarantee of definite waste transportation because this service does not depend on the operation of the Final Disposal Site (TPA), so even if the TPA is full or closed, waste is still transported and processed responsibly. The Pasti Angkut application was created because of concerns that waste management has not been managed professionally by the Institution responsible for managing household, community, and regional waste. This application provides services at affordable rates because households that have scheduled waste pickup will pay the pickup fee to the courier through the Pasti Angkut application, and the number of kilograms of waste sold to KUPAS will be accumulated in the residents' gold savings. Waste that has a selling value or residual waste will be purchased by Pasti Angkut at a price according to the prevailing market price at that time, and organic waste can be processed into compost. Pasti Angkut collaborates with KUPAS, BUMDes Panggung Lestari, and daurulang.id. Pasti Angkut is an innovation that operates in the environmental and business fields. Through the assistance

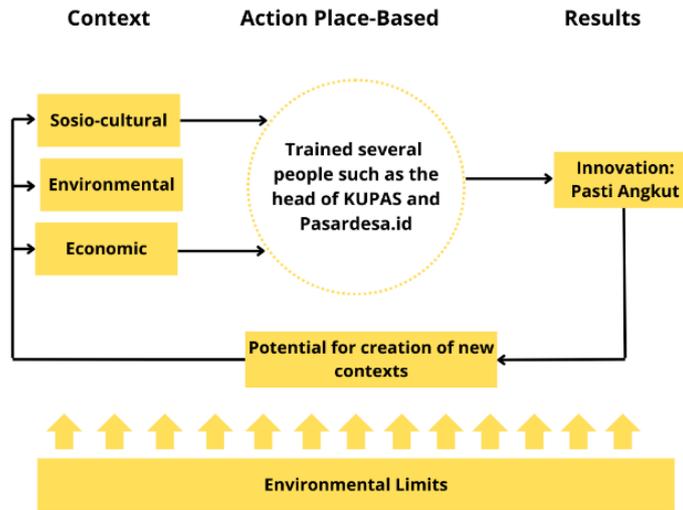
of KUPAS and daurulang.id, using the principle of community leadership, which is limited by environmental strength (Environmental Farming) (Fry & Egel, 2021). Pasti Angkut's service to villagers as customers, so that residents have the benefit of selling waste through the Pasti Angkut application. This is a characteristic of business leadership and professional leadership that prioritises community welfare and utilises village government employees and local communities in implementing the Pasti Angkut program.

Based on **Figure 7**, Pasti Angkut started from a socio-cultural problem, namely throwing away garbage or depositing household waste at KUPAS, which is far away, so the village head took the initiative to form a garbage transportation service to KUPAS. The environmental context is also important because the problem to be solved is the garbage problem. The place-based action carried out by the village head in dealing with the problem of transportation for collecting household waste to KUPAS is by training the head of KUPAS and the director of pasardesa.id to form a garbage collection system. Pasti Angkut's innovation was formed because of the relationship between local leaders



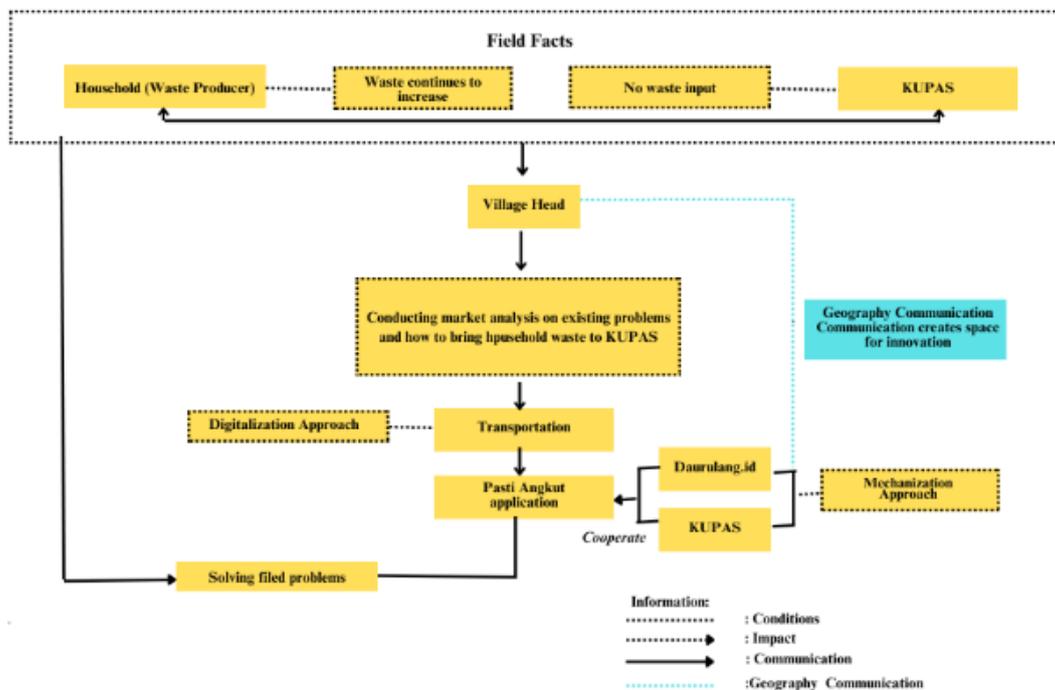
from various fields, including business leadership, community leadership, and public/professional managerial leadership (Osborne et al., 2021).

Communication patterns of innovation geography pasti angkut shown in **Figure 8**.



**Figure 7.** Innovation Leadership Process Model Pasti Angkut

Source: Author's Analysis



**Figure 8.** Communication Patterns of Innovation Geography Pasti Angkut

Source: Author's Analysis



Pasti Angkut is categorised as a placelessness application that is place-based, meaning it does not prioritise real space, but still has a relationship with physical space and upholds place-based principles for the welfare of local communities.

## CONCLUSIONS

The geographic communication formed in each innovation is from communication between the Village Head and the community who want to solve field problems that occur in Panggunharjo Village, which then forms an innovation that overcomes these problems, namely the KUPAS innovation, pasardesa.id, and Pasti Angkut. Then, from the innovation that was formed, the Village Head collaborated with a third party to form an innovation space with new and different services.

Place-based leadership in KUPAS lies in the combination of two areas of leadership, namely business and community leadership. Business leadership that provides additional income for villagers who sell their waste and community leadership, namely, under BUMDes Panggung Lestari.

Place-based leadership at Pasardesa.id lies in the combination of three areas of leadership, namely business, economic, and political leadership. Pasardesa.id is based on Covid-19, which has changed the social order of society, the economic context, because it is engaged in economic activities, and the political context, because Panggunharjo Village has become an innovative village. Place-based leadership at Pasti Angkut lies in the combination of three leaderships, namely business, political, and managerial/professional leadership. Pasti Angkut's innovation began with the constraints of distributing residents' waste to KUPAS (socio-cultural), the interests of the waste sales business (business), and environmental interests related to waste problems (environmental). The efforts of the village government to build innovation to serve the community in various ways are a manifestation of the attitude of local leaders who are place-based, because they want to improve the welfare of their village communities through village programs and policies. The KUPAS innovation space that is formed is a real space, namely having a physical waste management hangar. The



Pasardesa.id innovation space has real and virtual spaces. Pasardesa.id innovation does not have an office or physical place (placelessness) because it is in the form of a virtual/cyberspace, namely an application that has activities like in real space (interpretation geography of the internet). However, in terms of interaction on pasardesa.id there are activities that take place in real space, so that the integration between real space and virtual space is in the pasardesa.id innovation through couriers to deliver shopping items. While the Pasti Angkut innovation is the same as the pasardesa.id innovation, namely not having a physical space but in the form of a virtual/cyberspace in the form of an application and web with activities that take place in both spaces, namely virtual and real, which are connected by couriers to carry garbage.

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