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STRATEGIES FOR DEVELOPING THE COMPETITIVENESS OF SMALL-SCALE COCONUT SUGAR INDUSTRIES IN BANYUMAS REGENCY

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Abstract

The rapid growth of the creative economy in society, marked by the emergence of competitiveness of coconut sugar processing centers that showcase unique local potential through innovation and creativity, deserves appreciation. This research was prompted by the limited number of studies evaluating the competitive advantage of coconut sugar processing centers using regression-correlation statistical analysis, as well as the need for continuous and consistent follow-up on previous research.

Generally, this study aims to build a marketing strategy model based on unique local potential as a reflection of the competitive advantage of coconut sugar-producing in Banyumas Regency. Specifically, this study aims to test the competitive advantage model of these tourism villages coconut sugar processing centers in order to determine appropriate marketing strategies to satisfy and enhance the competitiveness of coconut sugar processing centers.

This research employed a quantitative (positivism) approach using multivariate regression-correlation statistical tests (Hair et al., 2018). The study population comprised domestic consumers and locals visiting six coconut sugar-producing in Banyumas Regency. A sample of 112 respondents was selected using purposive sampling. The questionnaire attributes included *endowed resources, business environment, related and supporting industry, domestic demand, workers, politicians and bureaucrats, entrepreneurs, professional managers and engineers,* and *chance* (Majchrzak & Ejsmont, 2023; Cho & Moon, 2000).

The results showed that all independent variables had a significant positive effect on the dependent variable, with the *entrepreneurs* variable being the most dominant. The final stage of this study successfully established a competitive advantage model for digital villages. Consequently, efforts can be made to formulate new short-, medium-, and long-term strategies to navigate the era of creative economy growth through sustainable post-pandemic digital economics

village concepts in Banyumas Regency.

Keywords : Strategic, Competittiveness, digital, village economics

INTRODUCTION

The creative economy based on villages possesses a strong driving force in altering mindsets and perspectives to spur community creativity across various aspects of life (Scartozzi et al., 2024). Indonesian society encompasses thousands of villages, each possessing its own characteristics and uniqueness. Creative economic villages in various regions hold the potential to be continuously developed into exotic destinations based on unique local potential. In recent years, communities in several regions across Indonesia have independently established creative business units grounded in local potential. These village communities collaborate through mutual assistance (*gotong royong*) to manage and market their flagship village creative potential to attract investors. The passion for taking selfies and sharing photos on social media platforms serves as a primary engine driving a wide array of tourism service innovations (Dimyati, 2017).

The creative industry, which leverages the uniqueness of local potential based on community innovation, has become increasingly crucial to develop (Rodzinka et al., 2023). Currently, the vast majority of stakeholders recognize and position creative economic as a sector with the potential to generate prosperity and improve community living standards (Sharma et al., 2024). Creative economic village that sells unique local potential in villages through innovation is key to increasing village revenues, creating rural employment, and giving rise to supporting small businesses, both at the micro and home-industry scales (Manalu et al., 2024).

Despite the absence of extensive media exposure, several creative economic villages in Banyumas Regency have recently grown rapidly. Their existence holds significant potential to be optimized to accelerate regional economic growth. These creative economic villages sell diverse unique characteristics; the management does not merely offer tradition and cultural authenticity. On average, creative economic villages possess local exoticism. Many villages in Banyumas have successfully developed into flagship destinations by highlighting the natural beauty of waterfalls or combinations of various natural attractions. Furthermore, some creative villages feature distinct characteristics stemming from shared occupations among residents, such as villages producing coconut sugar, durian, coffee, local arts, and regional specialty foods of Banyumas. All of these factors culminate in the formation of local economic village driving communities. However, certain economic potential of economic villages in Banyumas Regency remains underutilized and requires further reinforcement through promotional networks and competitive positioning (Satria, 2016).

Local consumers actors are capable of running business operations, ranging from making investments and managing joint ventures to conducting market research and serving customers (Fahrurrozi et al., 2024). One critical skill that needs enhancement is the capacity for innovation (Scartozzi, 2024). Creative villages risk losing their appeal when consumerss no longer discover new experiences. The way to safeguard their businesses is through innovation—adding new facilities,

creating novel marketing strategies via digital promotion digital business, and enhancing service quality for stakeholders (Wonda et al., 2025).

Based on the background outlined above, it is necessary to test the competitive advantage model of creative villages centered on coconut sugar production in Banyumas. The main proposed research question is: *"Can the competitive advantage of six coconut sugar center economic creative villages in Banyumas be influenced by nine independent variables using the 'nine factors' strategic management approach?"*

Generally, this study aims to test the competitive advantage model based on unique local potential in coconut sugar production centers in Banyumas Regency. Specifically, it seeks to identify stakeholder perceptions regarding the attractiveness of crative economic villages as creative community destinations relative to the specific advantages of each coconut sugar-producing tourism village.

The rapid growth of the community creative economy in Banyumas Regency, marked by the emergence of creative economic villages showcasing unique flagship local products through economic innovation and community creativity, deserves ongoing appreciation. This research proposal bears the urgency of executing Government Regulation (PP) No. 24 of 2022 concerning the Creative Economy. Currently, the concept of sustainable tourism offering unique local potential serves as a core reference point in marketing strategies aimed at attracting consumers. Additionally, this research is driven by the scarcity of studies testing competitive advantage models of tourism villages based on local potential through causal regression-correlation models, making it a valuable continuation of prior scholarly efforts.

Several studies have evaluated the potential of flagship products in coconut sugar-producing tourism villages in Banyumas Regency (e.g., Aditya, 2021; Budiningsih et al., 2023; Arifin et al., 2024; Assyhary et al., 2025). Most findings have predominantly focused on qualitative aspects and remain inconclusive. This proposed quantitative survey on the causal testing of competitive advantage using a mathematical regression-correlation model addresses this research gap and introduces novel insights (*novelty*).

This research aims to test a marketing strategy model for tourism villages by understanding the competitive position of each village through the 'nine factors' strategic management framework (Majchrzak & Ejsmont, 2023; Cho & Moon, 2000). The findings will benefit business practitioners, stakeholders, and local communities in Banyumas Regency by elucidating the competitive standing of each tourism village.

Marketing strategies and tourism creative economic development planning can be formulated based on unique local potential. The outcomes of this research can be utilized for marketing strategies, national journal publications, intellectual property rights (IPR) for textbooks, and policy briefs on flagship tourism village products tailored to diverse public needs and preferences.

Ultimately, this effort aims to enhance the overall welfare of community economic actors across the six coconut sugar-producing tourism villages in Banyumas Regency.

The scope of this flagship research encompasses: 1) Identifying the competitive positioning map of six coconut sugar-producing creative economic villages in Banyumas Regency; 2) Identifying mechanisms for formulating marketing strategies or community preferences based on the competitive positions of the six tourism creative economics anchored in unique local potential; 3) Establishing service standards to enhance outputs and outcomes derived from marketing strategy studies; and 4) Focusing research on marketing strategies based on local potential, policy alignment, and supply chain empowerment as efforts to penetrate global markets.

LITERATURE REVIEW

a. Positioning

Positioning is part of a marketing strategy series consisting of three elements: segmentation, targeting, and positioning (Kotler, 2020). Segmentation involves dividing a market into more homogeneous segments encompassing geographic, demographic, psychographic, and behavioral aspects. Targeting, on the other hand, involves targeting a market share that a company or organization can serve superiorly. Positioning is the act of designing a product, service, or institutional image offering to secure a distinct place in the minds of the target market. The goal of positioning is to position a brand in the minds of consumers to maximize the benefits or potential of the institution. The result of positioning is the successful creation of a focused value proposition in the minds of consumers.

Trout (2019) explains that positioning is a strategy that seeks to differentiate itself in the minds of consumers, thereby creating a superior product or service image compared to competing products. There are seven approaches used in determining a product or service, including: 1) positioning based on attributes, characteristics such as color or other features; 2) positioning based on price and product quality; a four-star hotel will provide better service than a budget-friendly hotel; 3) positioning based on usage or application; a computer with the latest and most complete specifications can be used in various applications; 4) positioning based on product user aspects; buyers of cultural tourism, nature tourism, and spiritual tourism will have different buyer characteristics; 5) positioning based on specific product classes; environmentally friendly products have an exclusive class compared to ordinary products; 6) positioning relative to competitors; whether the company is superior, a challenger, a follower, or simply occupying a market niche above its competitors; 7) positioning based on benefits; whether the destination being visited offers benefits or not.

The success of positioning is largely determined by the perceptions created by consumers, customers, the community, the company itself, organizations, and competitors. Therefore, the evaluation of a product, company, or organization's positioning is largely determined by the ability to convey the product's perception in the minds of customers.

A quality product will be perceived favorably by consumers. A company's perception of its own products can be determined by understanding consumer preferences, enabling it to perceive products according to market preferences, ultimately leading to consumer pride in the products the company creates. Companies must continuously innovate to create products and services that are of high quality and valuable in the minds of customers.

Competitors will strive to create quality products and satisfy consumers in various ways. Therefore, it is important to understand competitor behavior that can enhance positive consumer experiences. In the tourism context, this is often referred to as the quality of experience for customers, and this aspect is considered a necessity (Adeyinka-Ojo, 2014).

b. Creative Economic Village

Despite the lack of publicity, many consumers in creative economic villages are thriving. Their existence has the potential to be optimized to spur rapid growth in the creative economy in the national economicsector. Some of these consumers villages offer distinct unique characteristics. Some villages thrive because they promote the natural beauty of the sea, caves, lakes, mountain views, and a combination of various natural attractions. However, others are unique due to the shared professions of the residents, such as tourist villages producing batik, shadow puppets, kites, pottery, and silver, which ultimately form a tourism community.

According to Kertajaya (2015), creative economic villages reflect economic 3.0, emphasizing the human spirit, meaning that what is being sold is culture and community. While a score of 1.0 represents ordinary tourism, a score of 2.0 represents products with enhanced presentations, and a score of 3.0 represents excellent service. For consumers villages to develop further, urban consumers needs to be improved. Observation shows that successful tourist villages generally emerge from the ground up due to the strong initiative and efforts of the villagers themselves to advance their region.

The process of transforming a superior cretive economic village doesn't always involve building something from scratch. Sometimes a consumers village has long possessed valuable assets that could become an icon, but the residents haven't been creative in utilizing them. As part of its management, the village develops into a leading tourist destination, not only by improving its products that attract tourists but also by actively promoting it to the outside world. Villagers actively promote their destination through the internet and social media, uploading photos of the natural beauty and unique locations, directly reaching their target market. They utilize promotion opportunities and even employ the services of students on community service programs to actively assist with promotions. The six creative economic villages selected for this study were selected primarily based on their accessibility and the unique local potential that characterizes each village.

c. Research Roadmap

Based on research conducted by researchers, researchers will now attempt to formulate a competitive advantage model for six community-innovation-based creative economic villages using a mathematical correlation regression model with item modifications according to field needs. These factors influence the nine independent variables, including endowed resources, the business environment, related and supporting industries, domestic demand, workers, politicians and bureaucrats, entrepreneurs, managers and professional engineers, and opportunities (Machrzak, Ejsmont, 2023 & Cho, Moon, 2000).

The ultimate goal of this activity is to grow the competitiveness of creative economic villages in welcoming the era of the creative economy revival based on empowering village communities in Banyumas Regency. The researchers have developed a research roadmap based on the track record of the lead researcher and other researchers from various aspects: culture (Sari, 2016), human resources (Sidik, 2019), environment (Puswira, 2011), Herayomi (2016), Nugroho et al. (2021), and materials (Herawan, 2017).

RESEARCH METHODS

a. Research Design

This research was a quantitative survey using multivariate correlation regression analysis (Hair et al., 2018). The research activities were supported by in-depth interviews with community members and tourism village stakeholders, as well as focus group discussions with community leaders in the tourism villages to further complement the quantitative data analysis.

b. Research Location and Time

The research was conducted in Banyumas Regency in six tourism villages characterized by the innovation of their residents and stakeholders in coconut sugar production centers: Semedo Pakuncen Village, Kalisasak Kedungbanteng Village, Batuanten Village, Sudimara Village, Pernasidi Village, and Pageraji Village, all located in Cilongok District. Fieldwork was conducted over a two-month period, including tabulation, analysis, development of service standards, and marketing strategies for the tourism villages.

c. Research Scope

This research was a quantitative survey. Respondents were recruited from stakeholders in six coconut sugar production centers by administering a questionnaire regarding their perceptions of the competitive advantage of each village in the six locations. The indicator attributes based on nine independent variables of competitive advantage include endowed resources, business environment, related and supporting industry, domestic demand, workers, politicians and bureaucrats, entrepreneurs, professional managers and engineers and chance (Machrzak, Ejsmont, 2023 & Cho, Moon. 2021). The indicator items of the endowed resources dimension include: encouragement to

farmers using organic farming systems, tourist homestays staying, living in a community. The indicator items of the business environment dimension include encouragement to producers to have the ability to sell various forms of coconut sugar products, shopping tours for traditional coconut sugar-based foods, learning to make typical Banyumas coconut sugar-based foods. The related and supporting industry dimension is in the form of encouragement to strengthen the development of organic coconut sugar SME technology: molded coconut sugar, granulated coconut sugar. The domestic demand dimension: encouragement to improve the quality standardization of coconut sugar products. The worker activity dimension: routine counseling to all coconut sugar farmers and producers, the traditional lifestyle of coconut sugar farmers. The Politics and Bureaucracy dimension encourages the government, stakeholders, and universities to promote the consumption of organic granulated coconut sugar locally/domestic, regionally, nationally, and internationally. This includes government-built road access, road quality, infrastructure, tourist village signage, and transportation modes. The Entrepreneurs dimension encourages the growth of new entrepreneurs at the village, sub-district, and district levels, and collaborations to build networks with other villages, relevant agencies, NGOs, and universities. The Professional Managers and Engineers dimension encourages increased managerial capacity in coconut sugar production efficiency, from raw materials to marketing, human resource development, and skills training. Finally, the Chance dimension encourages innovation in granulated coconut sugar as a substitute for cane sugar, as well as innovations in website promotion, e-commerce, and event management.

A purposive sampling method was used to distribute questionnaires to 112 community respondents and stakeholders to assess their perceptions of the unique local potential economic that can become a competitive advantage in each village. The data obtained were then analyzed using multiple variable correlation regression techniques to determine the influence of nine independent variables on one dependent variable based on the assessment of each dimension and community preferences using correlation regression analysis. Focus group discussions (FGDs) were conducted with community leaders managing creative economic villages to explore their creative ideas for developing marketing strategies in each village.

d. Determining Data Sources

The research data sources consisted of primary data obtained through questionnaires, focus group discussions, interviews, and in-depth observations of respondents in six economic creative villages serving as coconut sugar production centers in Banyumas Regency. Secondary data were obtained from literature sources from the Tourism Office, the Cooperatives and MSMEs Office, and from Statistics Indonesia (BPS), as well as from Scopus journals, online searches, newspapers, textbooks, and other articles related to the research topic.

e. Model Image

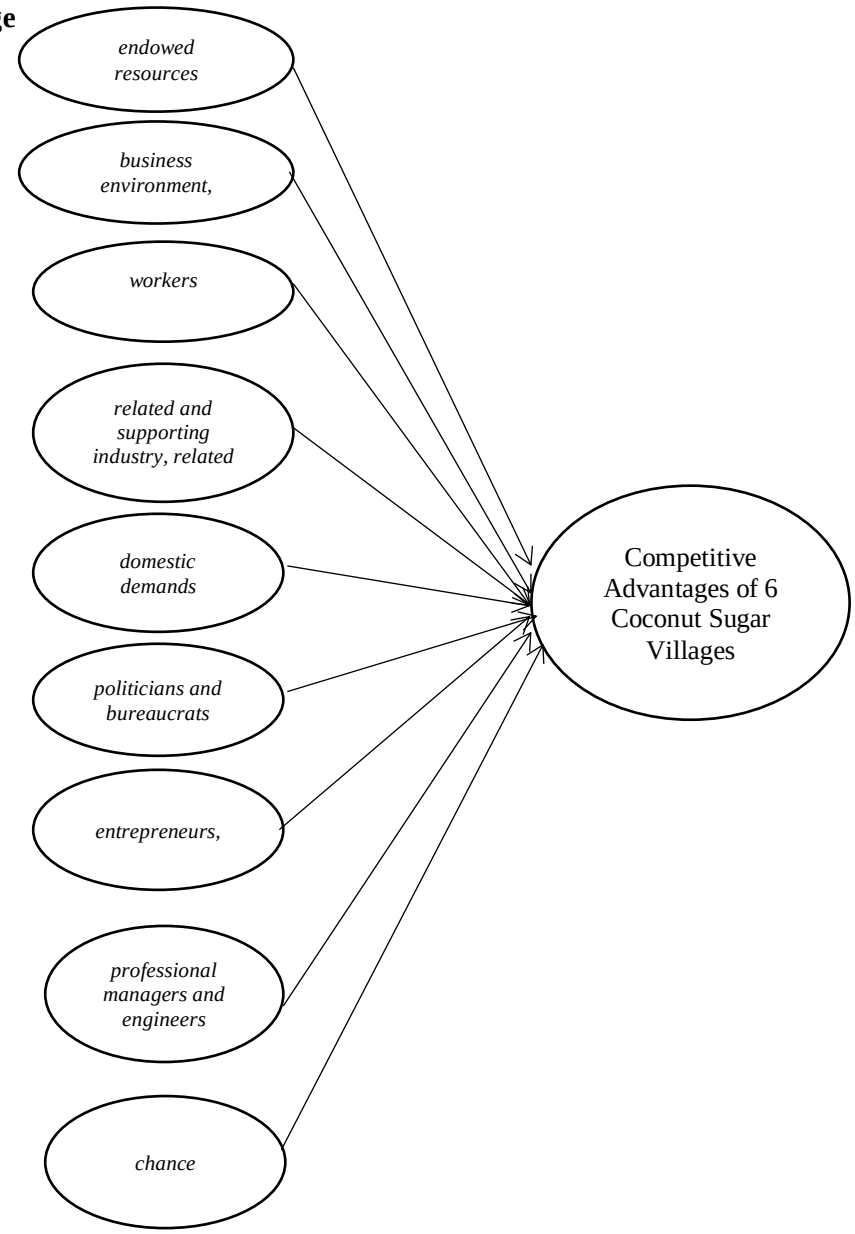

Figure 1. Causal model relationship

f . Data Analysis

The final stage involved checking and tabulating the data, as well as further analysis in the form of multivariate multiple variable mathematical regression and correlation tests (Hair et al., 2023). The software tool used was SPSS 21.

RESULTS AND DISCUSSION

a. Quantitative Data Description

After the data was collected, an initial analysis was conducted, describing 112 items to obtain an overview of the respondents' gender, domicile, occupation, and frequency of travel per year.

1. Respondent Gender

The respondents were predominantly female. This primary data indicates that women have a higher interest in travelling, shopping, and maintaining their presence through selfies and social media. The complete data is presented in Table 1.

Table 1. Respondent Gender

Village	Male	%	Female	%
Semedo	6	5%	15	13%
Kalisasak	11	10%	19	17%
Batuanten	8	7%	14	13%
Sudimara	9	8%	9	8%
Pernasidi	4	4%	8	7%
Pageraji	5	4%	4	4%
Total	**43**	**38%**	**69**	**62%**

2. Job

Respondents were predominantly students, followed by self-employed individuals, state-owned enterprises (BUMN/D), laborers, civil servants (PNS/TNI), police, and farmers. This suggests that people with higher incomes tend to spend their time on leisure activities. Students are the dominant group, as they typically enjoy traveling and tourism, particularly for their social media presence. The complete data is presented in table 2.

Table 2. Respondents' occupations

Village	Civil Servants/TNI /Polri	Laborer	Farmers	Self-employed/BUMN/D	Students University students
Semedo	7	2	0	5	7
Kalisasak	0	2	1	9	18
Batuanten	1	4	2	10	5
Sudimara	0	2	3	9	4
Pernasidi	1	1	0	1	9
Pageraji	0	1	3	3	2
Total	**9**	**12**	**9**	**37**	**45**
%	**8%**	**11%**	**8%**	**33%**	**40%**

3. Frequency of Tourism Activities

Primary data obtained indicated that respondents traveled more than five times a year. This suggests that traveling is a necessity for respondents and could be seen as an opportunity for the coconut sugar tourism village business to have future prospects. Complete data is presented in table 3.

Table 3. Frequency of tourism activities in 1 year

Village	1-5 times	More than 5 times
Semedo	9	12
Kalisasak	11	19
Batuanten	4	18
Sudimara	3	15
Pernasidi	5	7
Cilongok	1	8
Total	**33**	**79**

b. Correlation Regression Instrument Test for Tourism Villages

1. Competitiveness Index using Partial and Simultaneous Correlation Regression Tests

Prior to comprehensive model testing, a pre-survey was conducted with 33 respondents in the initial stage to test the validity and reliability of the questionnaire attributes. The validity test results showed that all items had coefficients above the Pearson correlation, with values above 0.344, indicating that the questionnaire items were able to measure what they were intended to measure. The reliability test showed coefficients above the required value of 0.7. These pre-survey results indicate that all questionnaire items were reliable.

The competitive advantage index of six coconut sugar tourism villages in Banyumas Regency was measured using regression coefficients, correlation tests, and ANOVA tests, as presented in Tables 4 through 8.

Table 4. Model Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.394[a]	.255	.131	5.323

a. Predictors*: (Constant), endowed resourses, business environtment ,related-supporting industry, domestic demand, workers, politicians and bureucrats, entrepreneurs, profesional-engineers, dan chance*

Table 4 shows the R square output of 25.5 percent, indicating the percentage contribution of the influence of the independent variables endowed resources, business environment, related-supporting industry, domestic demand, workers, politicians and bureaucrats, entrepreneurs, professional engineers, and chance to the role of competitive advantage of 25.5 percent or the variation of various

independent variables used in the model is able to explain 74.5 percent, the remainder can still be influenced by other variables that have not been studied.

Table 5. ANOVA Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	739.268	9	184.817	6.524	.000[b]
	Residual	4022.868	137	28.330		
	Total	4762.136	146			

a. Dependent Variable: the competitiveness

Predictors: (Constant), *endowed resourses, business environtment ,related-supporting industry, domestic demand, workers, politicians and bureucrats, entrepreneurs, profesional-engineers, dan chance*

The description of table 5 related to the F test examines whether the nine independent variables simultaneously influence the dependent variable, obtaining a calculated F of 6.524 significant 0.000. This means that the nine independent variables are simultaneously able to influence the competitive advantage of the coconut sugar center tourist village.

Table 6. Regression Test Coefficients

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	19.195	5.642		3.402	.001		
Endowed resources	.278	.343	.094	.810	.003	.439	2.279
Business environment	.669	.426	.317	2.272	.025	.305	3.281
Supporting industry	.095	.210	.060	.453	.001	.342	2.922
Domestic demand	.093	.431	.567	.356	.034	.355	3.352
Workers	.087	.563	.775	.448	.006	.544	5.874
Politicians - bureucrats	.578	.543	.294	.810	.045	.739	3.579
Enterpren	.769	.326	.517	3.372	.034	.605	2.481
Manager	.085	.510	.330	.653	.000	.442	3.822
Chance	.023	.445	.487	.552	.002	.543	4.445

a. Dependent Variable: the competitiveness

Table 6 shows the regression coefficients Y = 19.195 + 0.278 X1 + 0.969 X2 + 0.095 X3 + 0.093 X4 + 0.087 X5 + 0.578 X6 + 0.769 X7 + 0.085 X8 + 0.023 X9 with significance of 0.03, 0.025, 0.01, 0.034, 0.06, 0.045, 0.034, 0.000 and 0.02 meaning that nine independent variables have a positive and significant influence on dependent variables and all significance values are smaller than 0.05. The results of this quantitative test obtained the conclusion of the alternative hypothesis, partially all independent variables significantly influence the role of competitive advantage (Y) with a significance coefficient below 0.05. The entrepreneur variable has the most dominant influence.

The multicollinearity test examined whether there were any signs of influence between the independent variables. The test results showed a VIF value of less than 10 and a Tolerance value of more than 0.1. The results presented in Table 9 indicate that there was no multicollinearity in the model test (Ghozali, 2001).

2. Discussion

The research results show that the nine variables—endowed resources, business environment, related-supporting industry, domestic demand, workers, politicians and bureaucrats, entrepreneurs, professional engineers, and chance—have a positive influence on the competitive advantage of tourism villages. The coefficient value for the entrepreneur variable has the most dominant influence. Entrepreneurs have a dominant influence on competitive advantage because with a superior entrepreneurial spirit, ethos, and strong self-efficacy, entrepreneurs are able to work optimally in a collegial team, creating synergy and collaboration between individuals to achieve the predetermined goals of competitive advantage/tourist village welfare.

Based on research findings, entrepreneurs in six coconut sugar production centers in Banyumas Regency support each other in their work, enabling them to complete various challenging tasks effectively. Communication between entrepreneurs is maintained, and cohesiveness among employees, between employees and leaders, and various difficult work problems encountered in running creative economic village operations can be solved together. A superior entrepreneurial spirit influences competitive advantage because entrepreneurs in the six coconut sugar production centers have a strong sense of empathy for fellow entrepreneurs. This can encourage business actors to always help each other in their work. The findings of this research are in accordance with the study of Purwanto Djoko (2016) which states that the superior entrepreneurial ethos is a process of exchanging information between individual business actors through a common system, either through symbols, signals or behavior or actions. It is concluded that the superior entrepreneurial ethos aims to improve positive relationships between business actors and improve the performance and role of business unit employees. Perdana's research (2018) concluded that the superior entrepreneurial ethos has a significant influence on the objects of observation of tourism business units / BUMDes in several regions. This can be interpreted as the influence of this variable applies in

various fields of observation or it can be concluded that this research study model is recognized as universal.

CONCLUSION

Based on the data analysis and studies conducted, the conclusions of the research study are as follows: The correlation regression coefficient model test concluded that, in response to the alternative hypothesis, nine independent variables partially and simultaneously significantly influence competitive advantage, with the entrepreneurial spirit having the highest coefficient. This research is subject to certain limitations, as it explores only six creative economic villages in Banyumas, over a period of three months. Consequently, the resulting model cannot yet be generalized to a broader context like Central Java region or Indonesia region.

Recommendations

The survey of competitiveness development strategies for superior products in small-scale coconut sugar industries in Banyumas Regency yielded a model showing that all independent variables influence the competitive advantage of tourist villages. Based on the analysis, in order to maintain and improve performance, the following recommendations are made:

Based on the influence of the nine independent variables on village competitive advantage, managers of tourist villages in coconut sugar production centers need to prioritize performance improvements on elements with more dominant coefficient values. Research into village competitive advantage must be conducted continuously, taking into account conditions and future work challenges. The potential entry of millennials and Gen Z, each with their own unique personality traits, presents an opportunity or momentum for competitive advantage in tourist villages. Recent research shows that Gen Z is characterized by a desire for freedom in new tourism patterns, minimal loyalty to a single tourist destination, and high demands for well-being in the tourist environment. These characteristics can pose challenges for future marketing management for tourism village entrepreneurs, who are expected to attract Gen Z as a leading young talent to visit their villages. The influx of young Gen Z travelers, who have a significant market and purchasing power, can transform tourism village entrepreneurs in the coconut sugar production center in Banyumas into leading, healthy, and competitive entrepreneurial institutions in Banyumas Regency and nationally in the future.

Author Contributions

DS contibuted to the conceptualization validation formal analysis and preparation of original draft. AJSN contribution to the methodology, formal analysis, provision of resources, review and editing of manuscript and funding acquitition. AJSN was responsible for the investigation and supervision. AW contributed to data curation and project administration. AFS was responsible for software and visualization. PLC, T and APV also jointly contributed to formal analys and funding acquisition. All authors have read and agreed to the published version of manuscript

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