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THE ROLE OF BUMDES IN IMPROVING THE ECONOMIC COMMUNITY IN THE VILLAGE OF KEDUNGJAYA, DISTRICT, KEDAWUNG REGENCY, CIREBON

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Abstract:

Background. BUMDes is a village business in the form of an institution that management is carried out by the village government and village community in order to encourage improving the economy of village communities or including businesses from the village, by the village and for villages, but in its implementation it still refers to the needs of the community and the potential of the village.

Aims. This study aims to determine how the role of BUMDes in Improving Community Economy in Ayuhula Village, Dungaliyo District, Gorontalo Regency.

Methods. This research is included in the type of descriptive research with a qualitative research approach.

Result. The results of the research show that the active role in the aspect of enhancing the quality of human and community life can be found in this aspect to be able to help socially but economically yet to play a role; In the aspect of strengthening the people's economy as the basis for the strength and resilience of the national economy with BUMDes as its foundation, it is found that BUMDes currently has limited capital so this is quite difficult in doing business expansion;

Conclusion. In the aspect trying to realize and develop the economy of the village community, obtained with the limitations owned by BUMDes makes it difficult to develop businesses related to the potential of the village: and in the aspect of helping the community to increase their income so as to increase the income and prosperity of the community, found where there is pessimism from the village government that BUMDes managers have not been able to if the businesses in BUMDes have increased.

Implementation. Future plans to develop Micro, Small and Medium Enterprises Medium Enterprises (SMEs) through online advertising are expected to open up job opportunities new jobs and improve the welfare of rural communities. BUMDes has great potential to improve the welfare of village communities, but There needs to be support from the government and the community to overcome various challenges which exists.

Keywords: Role, BUMDes, Community Economy

INTRODUCTION

The development of villages and underdeveloped areas has long been a government agenda as a national development goal because villages are the target real needs to be improved and also rural areas still dominate poverty. happening in Indonesia. With the development of villages, it is hoped that it can build village independence so as not to depend on the center. To encourage development One way that can be done is by establishing a Business Entity Village-Owned Enterprises (BUMDes) according to the statement of the Minister of Home Affairs Regulation No. 39 of 2014 2010 concerning village-owned enterprises, namely to increase financial capacity village government in organizing government and increasing income community through various economic business activities in rural communities, established village-owned business entities according to village needs and

potential.

BUMDes is a village business in the form of an institution that management is carried out by the village government and village community in order to encourage improving the economy of village communities or including businesses from the village, by the village and for villages, but in its implementation it still refers to the needs of the community and the potential of the village. As an economic institution in rural areas, BUMDes must differ from other economic institutions so that with their existence and performance BUMDes can contribute to realizing welfare for village communities.

Apart from that, it is also to prevent businesses that have a capitalist system in rural areas. which can disrupt the order of life in society. BUMDES is a business institution that operates in the field of asset management and village economic resources within the framework of village community empowerment. BUMDES is regulated in Article 213 paragraph (1) of Law Number 23 of 2014, the Village may establish a Village Agency Village-Owned Enterprises are in accordance with the needs and potential of the village. In addition, it is also regulated in Government Regulation Number 72 of 2005 concerning Villages, and the latest in Regulation of the Minister of Home Affairs Number 39 of 2010 concerning Village-Owned Enterprises. BUMDes is a business entity whose capital is wholly or mostly owned by the village. through direct participation originating from village assets that are separated for use manage assets, service and other businesses for the greatest possible welfare village community (Kamaroesid, 2015: 2) According to Soegijanto (2013) , the role of Bumdes is as a means to optimize the economic potential owned by the village. Bumdes is expected to be able to support the development of micro, small and medium enterprises (MSMEs) in villages, so that increase the competitiveness of the village economy and reduce poverty rates. Bumdes also play a role in utilizing the natural potential and human resources in the village for the welfare of society.

The principles that must be understood in managing BUMDes include:

1. Cooperative, all components involved in BUMDes must be able to carry out work the same is good for the development and survival of the business.
2. Participatory, all components involved in BUMDes must be willing to volunteer or asked to provide support and contributions that can encourage business progress BUMDes.
3. Emancipatory, all components involved in BUMDes must be treated equally. the same regardless of class, ethnicity and religion.

4. Transparent, activities that affect the interests of the general public must be can be known by all levels of society easily and openly.
5. Accountable, all business activities must be technically accountable. and administration.
6. Sustainable, business activities must be developed and preserved by the community in BUMDes container.

METHOD

Community service will be carried out from January 27, 2025 to February 28, 2025 in Kedungjaya Village, Kedawung District, Cirebon Regency. The activity was carried out for one day including seminars or socialization and direct observation to several potential village locations developed by BUMDes. Targets of community service activities namely BUMDes administrators, village officials.

This research is a qualitative research with a descriptive approach. The research Qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perception, motivation, and action, holistically and describe them in the form of words and language in a particular context, by utilizing various methods natural (Moleong, 2017). The descriptive approach is used to determine the value of one or more variables without comparing one variable with another (Sugiyono, 2017). The focus of this research is on the role of BUMDesa in Kedungjaya Village, Kecamatan Kedawung, Cirebon Regency, as a benchmark for improving the village economy, by using Seyadi's theory (Seyadi, 2003) which consists of four indicators: develop the potential and economic capabilities of village communities, play an active role in improve the quality of life of humans and society, realize a prosperous economy village communities, as well as helping communities to increase their income and income. Researchers used purposive sampling techniques to determine subjects and informant sources. Informants in this study include the Head of BUMDesa, the Head of Village Kedungjaya, and the people of Kedungjaya Village.

DISCUSSION

Based on the research results, the BUMDes management system in Kedungjaya Village focuses on on the economic potential that exists in the community, especially in the fisheries sector and plantations. BUMDes Kedungjaya has implemented various business programs, including provision of subsidies for fertilizers, seeds, and agricultural equipment. By utilizing available potential, BUMDes has succeeded in touching the economic aspects of the village,

such as capital savings and loan business and fertilizer subsidies. However, there are challenges in terms of increasing human resources that still need attention. The results of the study show that the land used for BUMDes management at present This is still not feasible, because it is at risk of flooding. This hampers the process cultivation that should be able to be done. In addition, employee performance evaluation has not been optimally, which can affect the effectiveness of BUMDes management.



Figure 1. The Activity of Community Services

Village-Owned Enterprises (BUMDes) are institutions that are managed to explore village economic potential and increase community income. This is in line with provisions in Law No. 6 of 2014, which regulates the establishment of BUMDes as efforts to improve the welfare of village communities. With the existence of BUMDes, communities are involved in management, which is expected to encourage growth economy and reduce unemployment rates in villages. The future development plan for BUMDes includes the development of Micro, Small and Medium Enterprises. and Medium Enterprises (MSMEs) communities through online advertising. Although the system the application for this is already available, the realization of the program is still not measurable and planned well. With the plan to develop online advertising for MSMEs, it is hoped that can open up new job opportunities and improve community welfare, so that villages can become more advanced. Businesses developed in the fisheries and plantation sectors, such as providing seeds, fertilizers, and

agricultural tools, are expected to increase the community's agricultural output. This can produce better agricultural products, increase sales, and save on agricultural operational costs. However, there are still obstacles in BUMDes management in Kedungjaya Village, especially in touching the village's economic potential overall. The main obstacle faced is the limited human resources within BUMDes itself, as well as the lack of experts who have knowledge in development rural community agriculture. In addition, the service provided is also not optimal or unprofessional in carrying out the task of providing services. However, The fertilizer subsidy program has been running well and has succeeded in establishing cooperation with village farmer groups. Thus, subsidies for fertilizer, seeds, and agricultural equipment

CONCLUSION

1. Function of BUMDes: Village-Owned Enterprises (BUMDes) play a crucial role in improve the economy of the village community, especially in Kedungjaya Village. BUMDes functions as an institution that manages local economic potential, especially in the sector fisheries and agriculture. Obstacles Faced: Even though BUMDes has implemented various business programs, such as providing subsidies for fertilizer and agricultural equipment, there are major challenges that need to be addressed. The limitations of capital, human resources, and infrastructure that are not adequate to be an obstacle in business development.
2. The importance of improving human resources: Improving the quality of human resources within BUMDes is very important to increase the effectiveness of management and services to community. Without adequate skilled manpower, the economic potential of the village cannot be maximized.
3. Development Plan: Future plans to develop Micro, Small and Medium Enterprises Medium Enterprises (SMEs) through online advertising are expected to open up job opportunities new jobs and improve the welfare of rural communities. BUMDes has great potential to improve the welfare of village communities, but There needs to be support from the government and the community to overcome various challenges which exists.

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