

EMPOWERMENT OF VILLAGE COMMUNITIES THROUGH COMMUNITY PARTICIPATION IN THE MANAGEMENT OF VILLAGE-OWNED ENTERPRISES (BUMDesa) IN KOTA PARI, PANTAI CERMIN DISTRICT, SERDANG BEDAGAI REGENCY

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ABSTRACT

Village-Owned Enterprises (BUMDes) were formed to improve the financial ability of the Village Government in organizing development and community government, as well as the development of village potential and wealth to improve community welfare through various community economic business activities according to the needs and potential of the village. The purpose of this study is to determine the management of BUMDes in supporting village economic development, with a case study of BUMDes in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency. The data analysis method used is Qualitative Descriptive rationalistic approach. The results of the study have been compiled a strategy in the development of BUMDES Kota Pari as an effort to overcome obstacles in the initial development of BUMDES, which are arranged based on the bumdes business category. The categories in question are savings and loans, renting rent, agriculture, animal husbandry and trade.

Keywords: BUMDesa, Kota Pari, SWOT Analysis

INTRODUCTION

Kota Pari Village is one of the villages in Pantai Cermin District, Serdang Bedagai Regency. Pari Town Village was formed in 1964. This village is one of the villages that does not yet have a BUMDesa. Meanwhile, the potential of the village and community resources in this village can be optimized through the correct and targeted management of BUMDes to improve the economy. It is hoped that the presence of this BUMDesa with the business units in it can help residents in improving their welfare through the development of the village economy as a whole. From this background, it is interesting to formulate solutions for empowering village communities through community participation in the management of Village-Owned Enterprises (BUMDES) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai.

The problems that exist in this study in Empowering Village Communities through Community Participation in the Management of Village-Owned Enterprises (BUMDESa) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai are as follows:

1. What is the development strategy of BUMDes in Kota Pari Village, Pantai Cermin District, Serdang Bedagai based on business clusters?

METHODS

This research uses rationalistic and qualitative approaches. Empirical facts are used as the basis for truths that in the context of causality can be traced and explained (Subadi, 1996). In other words, rationalistic research is research that begins with identifying the implementation results of the management of BUMDes that have taken place in other BUMDes and then an analysis is carried out which is then continued with the formulation of

proposed stages / things that need to be considered in the management of BUMDes which are the result of aspirations and community participation in the establishment of BUMDes in Kota Pari.

RESULTS AND DISCUSSION

The following is an alternative strategy for developing Bumdes Savings and Loans Unit

Table 1. Alternative SWOT Strategy for Bumdes Development of Savings and Loans Units in Kota Pari

| | Strength (S) | Weakness (W) |
|--|---|---|
| | <ol style="list-style-type: none"> 1. Bumdes management is already running well 2. The business capital provided is used effectively for money loan business 3. The level of ability and education of human resources is quite good 4. Financial turnover has gone well Already given benefits to PADes 5. Bumdes registered with the Ministry of Rural Affairs | <ol style="list-style-type: none"> 1. Requires funds for development. 2. Has not affected the income of the village community as a whole 3. The legal basis for borrowing money has not been legally binding, there are still social sanctions only 4. Lack of qualified human resources |
| Opportunity (O) | SO Strategy | WO Strategy |
| <ol style="list-style-type: none"> 1. The development of technology is advancing. 2. Support from local governments. 3. Has excellent village potential to be developed, including MSMEs and Agriculture 4. There is an academy / college in Kota Pari | <ol style="list-style-type: none"> 1. Optimization of performance with the development of technology. 2. Increase profit outcomes by utilizing the potential of the Village by forming new business fields. Namely in the field of MSMEs and Agriculture 3. Work with surrounding academies/colleges so that their interns are assigned to help develop bumdes. 4. Cooperate with farmer groups in managing bumdes. | <ol style="list-style-type: none"> 1. If possible Cooperate with the Government and local banks to access capital so that all hamlets are watered 2. Cooperate with the government in the management of good bumdes (Bimtek / Managerial Training) in savings and loans 3. Apply for a business establishment to the relevant agency so as to get convenience in loans or investors 4. Utilizing a network of forcing both online and offline in introducing and marketing products |
| Threat (T) | ST Strategy | WT Strategy |
| <ol style="list-style-type: none"> 1. Have not used technology to the fullest 2. Have not established | <ol style="list-style-type: none"> 1. Make the best use of technology in bumdes business development 2. Build cooperation to | <ol style="list-style-type: none"> 1. Create a bumdes business unit that in addition to having a profit also has an impact on the community as |

| | | |
|---|---|--|
| <p>cooperation with business partners</p> <p>3. The risk of not being paid by the big society</p> | <p>develop bumdes</p> <p>3. Provide direction to people who do not understand bumdes to synergize in developing bumdes.</p> | <p>a whole</p> <p>2. Bringing good influence to the community so that the community is active in developing bumdes</p> <p>3. Drafting Money Lending Regulations, Strengthening existing legal rules for bad debts</p> <p>4. Convincing the public to do storage also in bumdes</p> |
|---|---|--|

Source: Researcher analysis data results

Active Savings and Loans Unit

Table 2. Alternative SWOT Strategies for The Development of Bumdes Savings and Loans Units in Kota Pari

| | Strength (S) | Weakness (W) |
|---|--|--|
| | <ol style="list-style-type: none"> 1. Bumdes management is already running well 2. The business capital provided is used effectively for money loan business | <ol style="list-style-type: none"> 1. Requires funds for development. 2. Has not affected the income of the village community as a whole 3. The legal basis for borrowing money has not been legally binding, there are still social sanctions only 4. Lack of qualified human resources 5. The level of ability and education of human resources is quite good |
| Opportunity (O) | SO Strategy | WO Strategy |
| <ol style="list-style-type: none"> 1. Support from local governments. 2. Has the potential of other villages that can be developed 3. There is an academy / college in Kota Pari | <ol style="list-style-type: none"> 1. Optimization of performance with the development of technology. 2. Increase profit outcomes by utilizing the potential of the Village by forming new business fields. 3. Work with surrounding academies/colleges so that their interns are assigned to help develop bumdes. 4. Cooperate with farmer groups in managing bumdes. | <ol style="list-style-type: none"> 1. Cooperate with the government in the management of good bumdes (Bimtek / Managerial Training) in savings and loans 2. Apply for business establishment to the relevant agency so as to get convenience in loans or investors 3. Utilize a network of forcing both online and offline in introducing and marketing products. |
| Threat (T) | ST Strategy | WT Strategy |

| | | |
|--|---|---|
| <ol style="list-style-type: none"> 1. Have not used technology to the fullest 2. Have not established cooperation with business partners 3. The risk of not being paid by the big society | <ol style="list-style-type: none"> 1. Make the best use of technology in bumdes business development 2. Build cooperation to develop bumdes 3. Provide direction to people who do not understand bumdes to synergize in developing bumdes. | <ol style="list-style-type: none"> 1. Create a bumdes business unit that in addition to having a profit also has an impact on the community as a whole 2. Disseminate to the community about the performance of bumdes, so that the community feels involved and participates in advancing bumdes To develop Money Lending Regulations, Strengthen existing legal rules for those with bad debts 3. Convincing the public to do storage also in bumdes |
|--|---|---|

Source: Researcher analysis data results

Alternative Strategies for The Development of Bumdes Rental Business Units

Table 3. Alternative SWOT Strategies for Developing Bumdes Rental Business Units in Kota Pari

| | Strength (S) | Weakness (W) |
|--|---|---|
| | <ol style="list-style-type: none"> 1. Availability of labor from the village community itself. 2. Business capital is purchased tools as bumdes assets. | <ol style="list-style-type: none"> 1. Bumdes management has not been well done 2. The business capital provided has not been used effectively for business 3. Requires funds for development. 4. Has not affected the income of the village community as a whole 5. The level of ability and education of human resources is not good enough 6. Financial turnover has not gone well. There is no income for pades yet. |
| Opportunity (O) | SO Strategy | WO Strategy |
| <ol style="list-style-type: none"> 1. Technological developments that are currently increasingly advanced. 2. Support from local governments is good 3. Has the potential of other villages that are very good to be developed, for | <ol style="list-style-type: none"> 1. Optimization of bumdes performance with technological development. 2. Increase profit outcomes by utilizing the potential of the Village by forming new business fields. Namely in the field of chicken | <ol style="list-style-type: none"> 1. If possible cooperate with the Government and local banks for access to capital 2. Cooperate with the government in good management of bumdes (Bimtek / Managerial Training) 3. Utilizing a network of forcing both online and offline in introducing and marketing products |

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|--|--|---|
| <p>example purbatua PK village, namely animal husbandry, this village produces 4000 chickens per year</p> <p>4. There is an academy / college in Southeast Pari District</p> | <p>farming.</p> <p>3. Work with surrounding academies/colleges so that their interns are assigned to help develop bumdes.</p> <p>4. Cooperate with farmer groups in managing bumdes.</p> | <p>4. Determine bumdes human resources who can serve properly, responsibly, disciplined in order to carry out the tasks given</p> <p>5. Drafting Rent Regulations</p> |
| Threat (T) | ST Strategy | WT Strategy |
| <p>1. Have not established cooperation with business partners</p> <p>2. Risk of goods not being returned</p> <p>3. Competitive price</p> <p>4. Tools are easily damaged if not maintained</p> <p>5. There are not many tenants</p> | <p>1. Choosing quality tools/products for rent</p> <p>2. Provide direction to people who do not understand bumdes to synergize in developing bumdes.</p> <p>3. Promote products, be it around the village to be better known or to nearby villages that do not have the same bumdes unit</p> | <p>1. Adjust the price below the market price</p> <p>2. Create a bumdes business unit that in addition to having a profit also has an impact on the community</p> <p>3. Cooperating with business partners or other villages.</p> <p>4. Bringing good influence to the community so that the community is active in developing bumdes</p> |

Source: Researcher analysis data results

Alternative Strategies for The Development of Bumdes Livestock Business Units

Table 3. Alternative SWOT Strategies for The Development of Bumdes Livestock Business Units in Kota Pari

| | | |
|---------------------|--|--|
| | Strength (S) | Weakness (W) |
| | <p>1. Availability of Labor.</p> <p>2. Availability of land for animal husbandry.</p> <p>3. The business capital provided is used as appropriate</p> | <p>1. Bumdes management in its implementation has not gone well.</p> <p>2. The financial turnaround has not gone well. Still did not provide benefits for the village.</p> <p>3. Limited human resources (HR) of animal husbandry both in terms of quantity and quality.</p> <p>4. Limited capital and the range of services of the financial institutional system for the community.</p> <p>5. Lack of diversification of yield processing products</p> <p>6. Limited facilities and infrastructure supporting animal husbandry</p> |
| Opportunity (O) | SO Strategy | WO Strategy |
| 1. The existence of | 1. Optimizing the | 1. Development of Human |

| | | |
|---|--|---|
| <ul style="list-style-type: none"> market demand 2. Support from the local government of the city in the community is good 3. The village has livestock potential 4. There is a vacant lot that can be used as a livestock area | <ul style="list-style-type: none"> function of the land available for livestock development; 2. Cooperate with farmer groups 3. Application of integrated livestock areas (clusters) | <ul style="list-style-type: none"> Resources (HR) in mastery of technology, entrepreneurship and team work ability. 2. If possible cooperate with the Government and local banks for access to capital 3. Cooperate with the government in good bumdes management (Bimtek / Managerial Training) 4. Add the necessary facilities and infrastructure |
| Threat (T) | ST Strategy | WT Strategy |
| <ul style="list-style-type: none"> 1. Some farmers do not come from well-off families and the level of education is also not high 2. There is a nearby village that has the same business 3. There is no post-harvest technology yet. 4. Livestock Diseases | <ul style="list-style-type: none"> 1. Utilizing unproductive land for livestock business. 2. Provide Natural Feed 3. Improve product quality and production. Laying duck farmers are expected to continue to improve the quality and egg production of ducks by means of good breeding techniques and governance to increase consumer satisfaction so that profits increase | <ul style="list-style-type: none"> 1. Training and Empowerment of farmers and human resources of the livestock service 2. Improving the quality of duck eggs and diversifying businesses such as various processing of duck eggs / chickens / meat |

Source: Researcher analysis data results

CONCLUSION

Conclusion

The conclusions of Village Community Empowerment through Community Participation in the Management of Village-Owned Enterprises (BUMDesa) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai, are as follows:

1. From the results of the analysis using AHP analysis, it can be seen that the value of an important role in building BUMDesa Kota Pari is resources of 48%, participatory community empowerment of 30%, government support of 12% and third party cooperation of 10%
2. Strategies have been formulated in the development of bumdes as an effort to overcome the obstacles felt by bumdes, which are arranged based on the previous bumdes business category. The categories in question are savings and loans, renting rent, agriculture, animal husbandry and trade.
3. Lack of community support, community perception in the establishment of bumdes which only belongs to the village elite, not the community, so that the community has not fully supported bumdes;

Suggestion

The suggestions from Village Community Empowerment through Community Participation in the Management of Village-Owned Enterprises (BUMDesa) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai, are as follows:

1. Strategies have been formulated in the development of bumdes as an effort to overcome the obstacles felt by bumdes, which are arranged based on the previous bumdes business category. The categories of Kota Pari Bumdes in question are savings and loans, renting rents, agriculture, animal husbandry and trade.
2. Due to the poor quality of human resources, it is hoped that the active role of the government will be even more for the beginning of the establishment of Bumdes, either in terms of regulations or high commitment from human resources. Likewise, there should be cooperation with universities / universities that have agribusiness, economics majors in carrying out the development of Village BUM in Kota Pari
3. In the management of Village BUM in Kota Pari, it is expected that high commitment from all bumdes management and the village community as well. So that everything planned can run properly even better than expectations, because the strategy and evaluation results compiled will be difficult to establish if there is no good cooperation from all parties.

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