

**OPTIMIZATION OF EMPOWERMENT AND DEVELOPMENT OF
VILLAGE ECONOMIC POTENTIAL THROUGH VILLAGE OWNED
BUSINESS Entities (BUMDES)
(Panggunharjo Kapanewon Sewon, Guwosari Kapanewon Pajangan
Village, and Tamantirto Kapanewon Kasihan Village in Bantul Regency)**

Sugianto Amran¹, Unggul Priyadi²

Master in Islamic Economics and Finance, Universitas Islam Indonesia Yogyakarta
Email: gianamran6@gmail.com

Abstract: BUMDes is a legal entity established by the village and/or together with the villages for the greatest welfare of the village community. The type of this research is qualitative research. The purpose of this study was to analyze the role and model of Village Owned Enterprises (BUMDes) in empowering and developing economic potential (Panggunharjo Kapanewon Sewon Village, Guwosari Kapanewon Pajangan Village, and Tamantirto Kapanewon Kasihan Village in Bantul Regency). The results of the research show that the role of BUMDes in Panggunharjo Kapanewon Sewon Village, Guwosari Kapanewon Pajangan Village, and Tamantirto Kapanewon Kasihan Village is very important in increasing public awareness that the importance of maintaining a clean village environment, increasing individual ability to change in terms of improving village fund management, opening access to the management of village potentials and create solidarity, namely in the form of a prosperous community helping those who are not yet prosperous. While the empowerment model is divided into two things, namely the first, the way of strategy and the basis of the strategy.

Keywords: *Village Owned Enterprises (BUMDes), Community Empowerment, Community Development.*

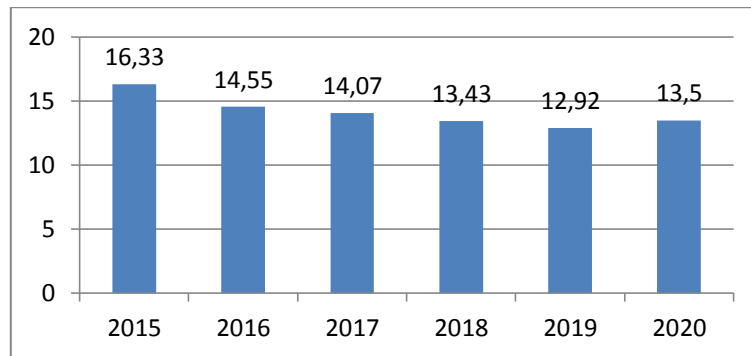
1. Introduction

The national development carried out by the Indonesian people has the goal of realizing a prosperous, just and prosperous society. The existence of welfare inequality between urban areas and rural areas makes the current government give priority to direct budgets to villages. One of the programs that was later proclaimed by the government which was contained in the nine Nawa was to build Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state. This shows that to improve the welfare of the community as a whole, the village must get more attention in the implementation of national development (Sutrisna, 2021).

Based on the explanation expressed by (Dewi, 2014) that the existence of BUMDes is very strategic which in the end BUMDes functions as a driving force for the village economy and the welfare of rural communities. The hope with the existence of BUMDes is the formation of new businesses rooted in existing resources and optimizing the economic

activities of existing rural communities. On the other hand, there will be an increase in business opportunities in order to strengthen village autonomy and reduce unemployment. Poverty is a serious problem in the regional development process. High poverty levels can provide serious problems that affect various aspects ranging from the economy, health and even social insecurity. If you look at the poverty level in Bantul Regency, what needs to be considered is in 2020.

Graph 1.4. Poverty in Bantul Regency



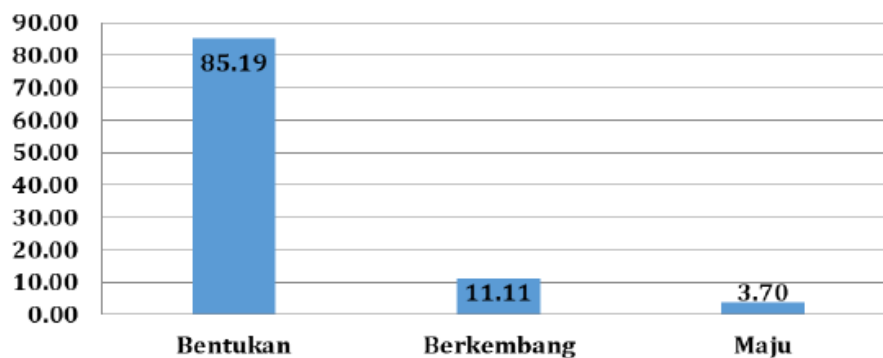
Source: Data processed

From the graph above, it can be explained that the poverty rate in Bantul Regency has decreased every year which occurred in 2015-2019. In 2020, the poverty rate has increased by 13.50 percent. This is a serious concern of the local government in solving the problem of poverty levels in Bantul Regency.

Of the five regencies in DI Yogyakarta, Bantul Regency ranks 3rd in terms of achieving macroeconomic indicators of Gross Regional Domestic Product (GRDP) in 2013. The economy of Bantul Regency is characterized by three sectors in a balanced way, namely agriculture, manufacturing and trade, hotels, and restaurants (Warsono et al, 2018).

BUMDes sample in Kab. Bantul as many as 27 units that are included in the category of Formed BUMDes or 85.19 percent, while those belonging to the "Developing BUMDes" category are 3 units or 11.11 percent, and those belonging to developed BUMDes are 1 unit or 3.70 percent.

Graph 1.5. Bantul Regency



Source: BUMDes category in Bantul Regency (2018).

In Bantul Regency, there are already BUMDesa which are included in the advanced category, so that they can be an example for other BUMDesa, mainly used as a dimensional measure in policy interventions in advancing the management of BUMDesa in each village.

Based on the background explanation stated above, the formulation of the problem is, What is the role of Village Owned Enterprises (BUMDes) in empowering and developing economic potential in Panggungharjo Village Kapanewon Sewon, Guwosari Kapanewon Pajangan Village and Tamantirto Kapanewon Kasihan Village in Bantul Regency? What is the model for empowering and developing village economic potential through Village-Owned Enterprises (BUMDes) to overcome poverty and increase job opportunities in Panggungharjo Kapanewon Sewon Village, Guwosari Kapanewon Pajangan Village and Tamantirto Kapanewon Kasihan Village in Bantul Regency?

2. Literature Review

Village Economic Empowerment

According to Law Number 6 of 2014 Village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness and utilizing resources through the establishment of policies, programs, activities and assistance in accordance with the essence of the problem and priorities. the needs of the village community.

Village Economic Development

According to Law number 6 of 2014 that a village is a village and customary village or what is called by another name, hereinafter referred to as a village, is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, the interests of the local community based on community initiatives, rights of origin, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia.

Basic Government Policy Regarding Village Owned Enterprises (BUMDes)

According to Government Regulation Number 11 of 2020 in Article 1 Paragraph (1), it is explained that Village-Owned Enterprises, hereinafter referred to as BUM Desa are legal entities established by villages and/or with villages to manage businesses, utilize assets, develop investments and productivity, providing services, and/or providing other types of business for the greatest welfare of the village community.

3. Research Method

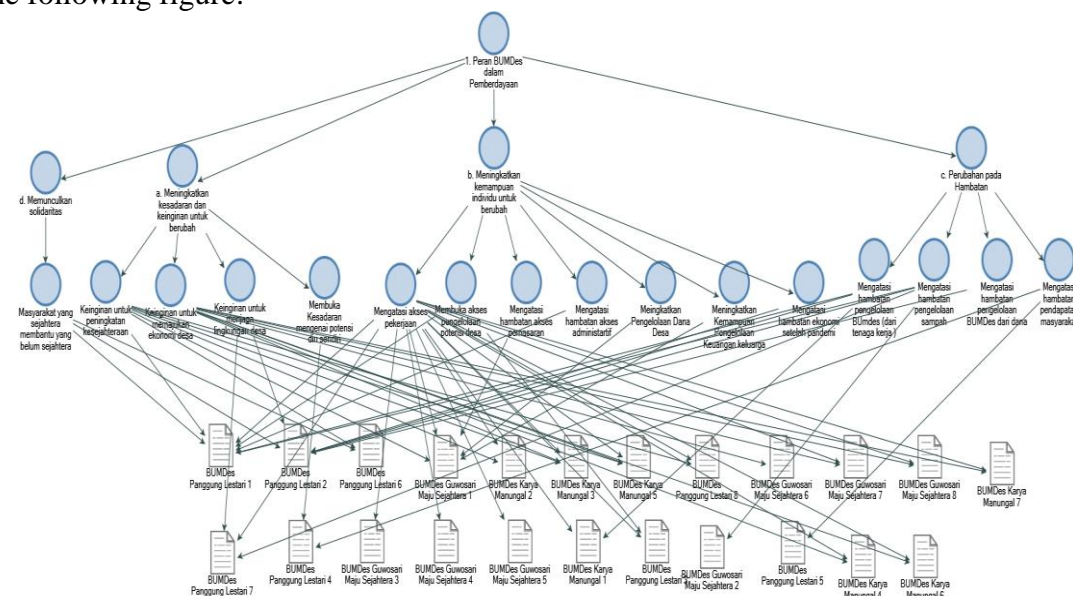
The approach used in this research is a qualitative approach. In qualitative research, the term informant is better known, not population and sample. The focus of this research is the empowerment and development of village economic potential through BUMDes (Panggungharjo Kapanewon Sewon Village, Dsea Guwosari Kapanewon Pajangan and Tamantirto Kapanewon Kasihan Villages, Bantul Regency). In this study there were 30 research informants.

4. Discussion

The Role of Village Owned Enterprises (BUMDes) in Empowering and Developing Village Economic Potential

Empowerment is an effort that must be followed while strengthening the potential or resources possessed by every community. This includes concrete steps and involves providing various inputs and opening access to various opportunities that will later make the community more empowered. In this case, the government applies new approaches to drive the wheels of the rural economy through the establishment of economic institutions that are fully managed by rural communities, namely Village Owned Enterprises (BUMDes).

Based on the results of the NVIVO analysis on the role of Village-Owned Enterprises (BUMDes) in empowering and developing the economic potential of villages, it can be seen in the following figure:



The following is an explanation of the role of empowerment and development of village economic potential through Village Owned Enterprises (BUMDes), which will be explained in the following table.

Code	Code Description	Interview result
A. Increase awareness and desire to change.	1. Desire to advance the Village Economy.	Informant by Manunggal
	2. Desire to Protect the Village Environment	I decided to work here because I am a native of Tamantirto village, I want to build a village too. This decision is supported by the amount of salary I receive every month as well.
	3. Desire for Improved Welfare	BUMDes Panggung Lestari informant
B. Increasing Individual's Ability to Change	1. Opening Awareness About Your Potential	In the past, there was a lot of garbage in this village, when the BUMDes was there, thank God the waste was taken and processed. So now the village is clean.
	2. Improving Village Fund Management	BUMDes Informant by Manunggal
	2. Opening Access to	Because I want to change my life

	Village Potential Management	especially increase my income while helping my parents too.
	2. Overcoming Job Access	
	3. Overcoming Access to Administrative Barriers	BUMDes Panggung Lestari informant
	4. Overcoming Barriers to Marketing Access	Khan, they will realize that, yes...you can by being active in the bumdes. Others who are not active are also encouraged to be active as well. The term is okay, they both want to change to provide welfare by being active in the bumdes.
1. Changes in Barriers	1. Overcoming Economic Barriers After the Pandemic	
	2. Improving Family Financial Management Ability	BUMDes Panggung Lestari informant
	3. Overcoming Community Income Barriers	I was asked to help and I was interested and fit my talent. I am a person who likes to work if the clothes are typical Javanese. I don't really like it when I work as an employee who is neat and tidy. The point is that I work in the tourism sector which turns out to suit me. I'm more aware that this is in accordance with my work and character, yes, in Wisata des Aini. So I worked in the village of Mataram in 2018.
2. Bringing Up Solidarity	1. Overcoming Barriers to BUMDes Management (From Manpower)	

Based on the results of the interview above, it can be seen that the role of Village-Owned Enterprises (BUMDes) in empowering and developing the economic potential of the village is; (a) Increase awareness and desire to change in terms of the desire to advance the village economy, the desire to protect the village environment, the desire to improve welfare, and open awareness about one's own potential; (b) increasing individual ability to change in terms of improving village fund management, opening access to village potential management, overcoming job access, overcoming administrative access barriers, overcoming marketing access barriers, overcoming economic barriers after the pandemic, and increasing family financial management capabilities

The role of Village Owned Enterprises (BUMDes) in empowering and developing the next village's economic potential is; (c) Changes to barriers in terms of overcoming barriers to community income, overcoming barriers to BUMDes management (from labor), overcoming obstacles to managing BUMDes from funds, overcoming obstacles to waste management; (d) creating solidarity, namely in the form of a prosperous society helping those who are not yet prosperous.

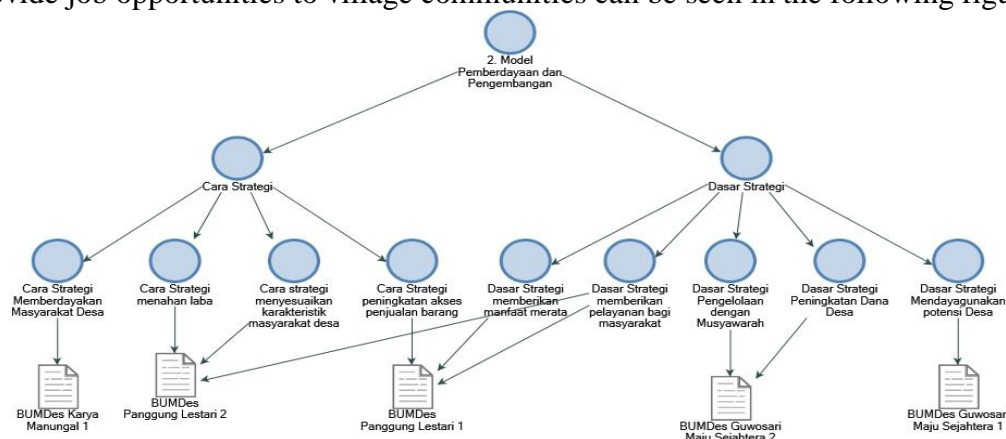
Herdawati and Arif, (2020) explained that Village-Owned Enterprises (BUMDes) are an institution formed and established by the village government whose capital ownership and management is carried out by the village government and the community. BUMDes is a pillar

of the village economy that functions as a social and commercial institution that favors the interests of the community and seeks profit.

Model of Empowerment and Development of Village Economic Potential through Village Owned Enterprises (BUMDes) to Overcome Poverty Levels and Increase Employment Opportunities

The model of empowerment and development of village economic potential through BUMDes is a strategy to overcome poverty and provide job opportunities to rural communities. The economic development strategy is one solution to release the dependence of rural communities on government assistance and to explore the potential of the region with business institutions that are managed by the community and village government and are no longer established on instructions. Community economic development is also a village potential management process that is mobilized by the local community. The potential management process must also be carried out with careful planning and strategy, because the process combines human and natural resources so as to create continuity in overcoming community problems and other village problems.

Based on the results of the NVIVO analysis on the model of empowerment and development of village economic potential through BUMDes, a strategy to overcome poverty and provide job opportunities to village communities can be seen in the following figures:



The following is an explanation of the model of empowerment and development of village economic potential through Village Owned Enterprises (BUMDes) which will be explained in the following table.

Code	Code Description	Interview result
A. Strategy Method	<ol style="list-style-type: none"> Empowering Village Communities Holding Profit 	BUMDes Informant by Manunggal So because of that, with the initiative of the lurah, this bumdes was built with the aim of empowering the people of Tamantirto village. The target market is students.
	<ol style="list-style-type: none"> Adjusting the Characteristics of the Village Community Improved Access to Sales of Goods 	BUMDes Panggung Lestari informant

- B. Basic Strategy**
1. Providing Even Benefits
Why did the capital increase because the retained earnings were used as investment in goods and buildings. So it's not in the form of money, so that's how it becomes an asset. The retained earnings should be divided among the village, there are social funds and employee bonuses themselves.
 2. Providing Services to the Community
 3. Utilizing Village Potential
BUMDes Panggung Lestari informant
 4. Management by Deliberation
Business units are made based on the landscape and life span. So, the village government identifies the landscape and life landscape in the village of stageharjonya, with the characteristics that many residents are close to the city so that one of the social problems that arises is the amount of waste.

Based on the interview above, it can be seen that the model of empowerment and development of village economic potential through BUMDes can be seen from; (a) The method of strategy in the form of Empowering Village Communities, Retaining profits, adjusting the characteristics of rural communities, increasing access to sales of goods; (b) Basic strategy in the form of providing equitable benefits, providing services to the community, utilizing village potential, managing through deliberation and increasing village funds

Suharto (2015) stated that the empowerment process is generally carried out collectively. According to him, there is no literature that states that the empowerment process occurs in a one-on-one relationship between social workers and clients in individual help settings. In the context of social work, empowerment can be done through three levels or dimensions of empowerment (empowerment setting), namely micro, mezzo, and macro. This income is in accordance with research findings that the model of empowerment and development of village economic potential through BUMDes is a collective effort of all village communities, including village officials.

5. Conclusion and Suggestion

Conclusions

Based on the results of research and discussions that have been carried out, the conclusions that can be drawn are as follows:

1. The role of Village-Owned Enterprises (BUMDes) in empowering and developing village economic potential is (a) Increasing awareness and desire to change in terms of the desire to advance the village economy, the desire to protect the village environment, the desire to improve welfare, and open awareness about own potential; (b) Increasing individual ability to change in terms of improving village fund management, opening access to village potential management, overcoming job access, Overcoming administrative access barriers, Overcoming marketing access barriers, Overcoming economic barriers after the pandemic, and increasing family financial management capabilities; (c) Changes to obstacles in terms of overcoming barriers to community income, overcoming obstacles to BUMdes management (from labor), Overcoming barriers to BUMDes management from funds, Overcoming obstacles to waste management; (d) Generating solidarity, namely in the form of a prosperous society helping those who are not yet prosperous.
2. The model for empowering and developing village economic potential through BUMDes can be seen from (a) Strategic Methods in the form of empowering rural communities, retaining profits, adjusting the characteristics of rural communities, increasing access to sales of goods; (b) Basic Strategy in the form of providing equitable benefits, providing services for the community, utilizing the potential of the village, managing through deliberation and increasing village funds.

Suggestions

Based on the results of the discussion, as well as the conclusions obtained, the suggestions that can be submitted are as follows:

1. Village officials, to optimize the role of village community economic empowerment through BUMDes, village officials should actively involve all levels of society through a participatory empowerment model.
2. BUMDes Managers, the results of this study recommend that the Human Resources (HR) of BUMDes managers need to have good abilities in order to make an optimal contribution to the development of BUMDes. Therefore, regular BUMDes employee training is needed.
3. For academics, it is hoped that this research can be used to enrich knowledge and complement the literature on efforts to empower village economies through BUMDes.

References

- Dewi, A. S. K. (2014). Peranan Badan Usaha Milik Desa (BUMDes) Sebagai Upaya Dalam Meningkatkan Pendapatan Asli Desa (PADes) Serta Menumbuhkan Perekonomian Desa. *Journal of Rural and Development*, 5(1), 2.
- Herdawi, Putri.S.D., & Rochman A. (2020). *Pengembangan Perekonomian Desa Melalui Keanekaragaman Potensi Desa Sekapuk Kecamatan Ujung pangkah Kabupaten Gresik*. LITBANG PEMAS UNISLA.
- Karim, Abdul. (2019). *Peningkatan Ekonomi Desa Melalui Badan Usaha Milik Desa*. (Makassar: Nas media Pustaka).
- Sutrisna, I. W. (2020). Eksistensi Badan Usaha Milik Desa (Bumdes) Dalam Pembangunan Ekonomi Di Desa. *Jurnal Ilmiah Cakrawarti*, 3(2), 9.
- Suharto, Edi. (2015). *Membangun Masyarakat Memberdayakan Rakyat Kajian Strategis Pembangunan Kesejahteraan Sosial dan Pekerjaan Sosial* (Bandung: PT Refika Aditama).

Warsono, H.S. (2018). *Indikator Perkembangan Badan Usaha Milik Desa (BUMDesa)*.
(Pusat Peneliti dan Pengembangan).\

Undang-Undang Republik Indonesia Nomor 6 Tahun 2014 tentang Desa.

Peraturan Pemerintah Republik Indonesia Nomor 11 Tahun 2021 tentang Badan Usaha Milik
Desa.