


The role of BUMDes in Community Empowerment in Salamjaya Village, Pabuaran District, Subang Regency

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Info	Abstract
<p>Article history: Received : 17 Januari 2023 Publish : 01 Maret 2023</p>	<p>BUMDes (Village Owned Enterprises) is a village business institution managed by the community and village government in an effort to strengthen the economy and is formed based on the needs and potential of the village. It is hoped that all the resources owned by the village can be empowered by the villagers themselves to increase the village's original income, so that it can be independent. Therefore this study aims to analyze the role of BUMDes in community empowerment in Salamjaya Village, Pabuaran District, Subang Regency, West Java. This research uses a qualitative approach with a descriptive method. The results of this study are the process of empowering the community's economy carried out by BUMdes Salamjaya, namely by providing capital to the community, marketing, partnerships and institutional strengthening and the impact of the existence of BUMdes is increasing business capital, increasing community production, ease of obtaining agricultural facilities, increasing community income, and social life.</p>
<p>Keywords: <i>Broken Home</i> <i>Adolescents</i> <i>Social Behavior</i> Village Owned Enterprises (BUMDes) Community Empowerment Salamjaya Village</p>	
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1. INTRODUCTION

National development is an effort made to improve all aspects of the life of society, nation and state. Where national development is also a process of developing the entire state administration system to realize the goals of a country (Wibawa, 2019). The aim of carrying out national development is to improve the welfare and prosperity of the Indonesian people in a correct, just and equitable manner. National development in Indonesia is concentrated on education in cities, which gives rise to skilled workers. This causes rural areas to be left behind (Wilsonoyudho, 2009). In addition, several supporting factors for development such as capital, technology and communication facilities are scarce in rural areas. So that the village is placed as a development target which aims to minimize the emergence of gaps that exist in a village (Soleh, 2017).

In Law no. 6 of 2014 concerning Villages, it is stated that Villages are villages and traditional villages or what are referred to by other names, hereinafter referred to as Villages, are legal community units that have territorial boundaries that are authorized to regulate and manage government affairs, local community interests based on community initiatives, original rights proposals, and/or traditional rights that are recognized and respected in the system of government of the Unitary State of the Republic of Indonesia (Sihombing & Yanris, 2020). As according to R. Bintarto (1977) that rural areas are a geographical embodiment caused by physiographical, social, economic, political and cultural elements that exist there in relation to and reciprocal influence with other areas. As for administratively, a village is an area consisting of one or more

hamlets or hamlets that are combined, so that it becomes an area that stands alone and has the right to manage its own household (Agisari, 2019).

At the present time it should make the community as an actor of development. One of them is by creating economic-based institutions which will be entirely managed by the community. This can be interpreted by holding community empowerment through economic-based institutions (Purnamasari & Ma'ruf, 2020). Community empowerment does not make people dependent on various programs from the government. However, community empowerment has the goal of making a community self-reliant and able to advance itself towards a better life in a relationship (Fathy, 2019). Empowerment also intends to create community empowerment, so that it can participate in people-focused development (Haris, 2014).

One of the efforts to improve the village economy is to strengthen the village-based economy through the establishment of BUMDes institutions. BUMDes is a village-owned enterprise that was founded on the basis of village needs and potential as an effort to improve community welfare (Pradani, 2020). With regard to planning and establishment, BUMDes is built on community initiative and participation. BUMDes is also an embodiment of the participation of the village community as a whole, so it does not create a business model that is hegemony by certain groups at the village level. This means that these regulations are embodied in a solid institutional mechanism. Strengthening institutional capacity will be directed at having rules that bind all members (Mazlan et al, 2020; Mariane et al., 2022).

BUMDes functions to stimulate, facilitate, and protect and empower the economic welfare of rural communities. Bumdes has a role in regulating the economy in the village so that BUMDes is built according to the needs and potential of the village which aims to empower village communities (Satar & Al Fariqi, 2021). The community plays a role in planning and implementing community empowerment. Various forms of BUMDes in every village in Indonesia are in accordance with local characteristics, potential and resources owned by each village. BUMDes is present as a new design in an effort to improve the village economy based on village needs and potential (Saputra, 2017; Achmad, 2022).

Empowerment and community development are two inseparable concepts, each of which comes from local community initiatives and optimizes the real work of the community itself (Akbar, 2017). Empowerment efforts are transformative assistance, namely assistance that makes people who receive it change in a better direction through their own efforts (Andiana, 2017). Community empowerment in economic development is an effort or method of carrying out economic activities in order to fulfill the needs of the community individually and in groups for the creation of community welfare (Jatmiko, 2020; Prawira et al., 2021).

Salamjaya Village is one of the villages in the Pabuaran sub-district, Subang Regency, with a BUMDesa that is still running. The superior potential in the village is paddy farming and ornamental fish cultivation. Salamjaya Village succeeded in empowering through BUMDes, of course this cannot be separated from the empowerment that is implemented so that based on the description that has been put forward, community economic empowerment is very important in order to achieve prosperity and the government takes part in this, namely playing an active role through BUMDes which is managed by good, therefore the researcher is interested in conducting research with the title " **The Role of BUMDes in Community Empowerment in Salamjaya Village, Pabuaran District, Subang Regency**".

2. METHODS

The type of research used in this research is descriptive research with a qualitative approach . Qualitative research is research that intends to find out phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc. holistically and with descriptions of the forms of words and language in a special natural context by utilizing various methods natural.

This type of research is a qualitative research using a case study approach (Raco, 2010). In this study, community economic empowerment through village-owned enterprises (BUMDes) in

Salamjaya Village, Pabuaran District, Subang Regency. The method of collecting data in this study is by observation, interviews, and documentation (Bungin, 2013). Researchers used the involved observation method by being at the research site for approximately one month, as well as interviews with informants who were directly involved in the empowerment process accompanied by taking photos or relevant documentation.

3. RESULTS AND DISCUSSION

The results of research on the role of BUMDes in empowering the people of Salamjaya Village are still not optimal, because the village government and BUMDes administrators have not been able to develop SMEs and the role of BUMDes in terms of managing assets and superior products in Salamjaya Village. BUMDes which have been established since June 16 2017 are still considered suspended animation because at the beginning of the formation of BUMDes the management focused more on the savings and loan business. However, until now the capital has still stopped in the community, and the management has not succeeded in returning the capital that has stopped with the borrower. In addition, there are still several administrators who are also government employees, so they cannot focus on developing the Salamjaya BUMDes.

With community empowerment, it is hoped that the village community, especially housewives, can increase their family income by becoming BUMDes members, by becoming SMEs. Because in Salamjaya Village there are many SMEs both engaged in food and handicrafts. By empowering SMEs through BUMDes, the main hope is for the welfare of the community so that they can meet their basic needs independently. In addition, BUMDes funds that are stuck with borrowers must be taken care of immediately, by management and also awareness from the community to return them. The potential for Salamjaya Village must also be further developed because this can be one of the sources of income for BUMDes. According to Widjajanti (2011) and Soeradi et al (2022) empowerment is a community process in determining development according to their needs. So here, the government is not 100% providing assistance, but the government is only a facilitator and mover and those who run BUMDes are administrators and the community.

It is important to describe the principles of BUMDes management so that local governments, BUMDes management and the community can understand:

- a) Cooperative, that is, all components involved in BUMDes must be able to carry out good cooperation for the development and survival of the business
- b) Participatory, that is, all components involved in BUMDes must be willing to voluntarily or be asked to provide support and contributions that can encourage BUMDes business progress
- c) Emancipatory, namely the components involved in BUMDes must be able to work together well
- d) Transparent, namely activities that affect the interests of society must be known by all levels of society openly
- e) Accountable, that is, all business activities must be accountable technically and administratively
- f) Sustainable, namely business activities must be able to be developed and preserved by the community in the BUMDes container

Meanwhile, according to Suleman et al (2020) BUMDes are economic institutions that regulate the principle of independence and are formed according to the needs of the community. So BUMDes in Salamjaya must manage and develop village potential. BUMDes that have existed since 2017 need special attention from the BUMDes management. Looking at the geographical conditions of Salamjaya Village, where some of them have hills and lowlands, the management of clean water is still uneven. BUMDes should facilitate the management of clean water which is taken from the springs available in the village. Because several times during the rainy season there were floods and during the dry season experienced drought. If clean water can be managed professionally it can also increase BUMDes income.

BUMDes' income is only through government funds which are lowered annually. This makes BUMDes often experience shortages if the community wants to borrow funds. Public awareness in returning funds that have been lent at BUMDes is still difficult. Therefore, researchers want to make the community, especially SMEs, aware of how important BUMDes is for Salamjaya Village. In Salamjaya Village there are several SMEs including, brick entrepreneurs, snack food entrepreneurs, t-shirt screen printing, furniture craftsmen and others. However, the obstacle is the marketing of their products, they still rely on word of mouth so that their customers are only around the Pabuaran sub-district.

Community empowerment also has a strategy so that it does not fail as described by Hamid (2018) there are several problems in community businesses that must be resolved, firstly the problem of funding, information and markets. Second, the capacity of human resources and community business institutions is still low. Third, the productivity of community businesses is still low. Therefore the problem must be overcome with several strategies, namely:

- a) Increasing access, this program is aimed at solving funding problems for community businesses, information distribution problems in the context of developing community economic businesses, business intermediation problems for community economic business products, developing product databases and market information.
- b) Capacity building, this program is to address the problem of increasing human resources in managing and improving the performance of community economic businesses, increasing capacity in mastering technology and skills.
- c) Increasing the productivity of community businesses, this program is aimed at increasing the productivity of community economic businesses as well as expanding their business scale. Some of the programs that will be carried out are micro business development facilities, facilities for various efforts to increase the productivity of community economic businesses.

In addition to Mubyarto, according to Suharto, the empowerment implementation strategy can be carried out in 5 ways, namely

- a) Possibility, creating an atmosphere or climate that allows the community's potential to solve problems and meet their needs. Empowerment must be able to develop all the abilities and self-confidence of the community.
- b) Protection, protecting society, especially weak groups from being oppressed by strong groups, avoiding unequal (especially unhealthy) competition between the strong and weak and preventing the exploitation of strong and weak groups. Empowerment must be directed to the elimination of all kinds of discrimination and domination that do not benefit the common people.
- c) Support, providing guidance and support so that people are able to carry out their roles and tasks in life. Empowerment must be able to support the community so that they do not fall into increasingly weak and marginalized situations and positions.
- d) Maintenance, maintaining conducive conditions so that there is a balance in the distribution of power between various groups in society. Empowerment must be able to guarantee harmony and balance that allows everyone to have the opportunity to do business.

One form of empowerment that researchers want to do is to raise public awareness of the importance of BUMDes for their business. If they can take advantage of the existence of BUMDes, it will not only be savings and loans but can also help promote their products thereby increasing the income of business actors. Apart from that in Salamjaya Village which is still very beautiful, if it is built into a tourism village it is also very supportive. With its natural scenery which is still very good surrounded by hills, it is one of the attractions for tourists from cities who want a calm atmosphere in the countryside. However, currently no one is interested in managing the Salamjaya area to become a tourist destination, tourism with the village concept is also one of the tourist attractions because when we hear the word Pacitan what we imagine is the beach. If Salamjaya Village has succeeded in building a tourist village, it can become a special attraction for tourists, apart from its natural beauty, Salamjaya Village is also known as a rice-producing village and fish farming.

In addition to the source of funds that is a problem for BUMDes Salamjaya, namely the problem of managing human resources, there are still many BUMDes administrators who are also administrators of other organizations so they cannot focus on 1 activity. In addition, BUMDes administrators also find it difficult to deal with borrowers who are not orderly to repay loans. Seeing the diversity of businesses in Salamjaya Village has the potential to develop BUMDes, if managed optimally. So that the marketing of business-generated goods can be even wider. In terms of product marketing, the people of Salamjaya Village can use social media Facebook, websites, and Instagram. The more familiar the products from Salamjaya are, the wider the marketing will be.

4. CONCLUSION

The importance of BUMDES Salamjaya for the people of Salamjaya Village, Pabuaran Subdistrict, Subang Regency, which is one of the efforts to improve the village through increasing the economy and realizing community welfare, by providing services to the community and developing village potentials, so that the community and village economy also increases. BUMDes in Salamjaya Village are still operating in one line of business, namely savings and loans. There is potential that can be developed given the variety of businesses in Salamjaya Village, but the obstacle is that business actors still do not understand the advantages of being a BUMDes member so they choose to market their business independently. Apart from that, the weaknesses of BUMDes Salamjaya are inadequate human resources and the lack of awareness by management about maintaining and developing BUMDes Salamjaya.

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