
**INNOVATION STRATEGY FOR VILLAGE OWNED ENTERPRISES
(BUMDES) IN INCREASING POTENTIAL AND ECONOMIC
WELFARE OF VILLAGE COMMUNITIES
(STUDY ON BUMDES MACCINI BAJI BONTO JAI VILLAGE,
BISSAPU DISTRICT, BANTAENG REGENCY)**

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Abstract

Badan Usaha Milik Desa is agency business that was established by the Government of the village with capital beginning sourced from APB December to utilize all the potential economic, institutional economy as well as the potential source of the power of nature and the source of the power of man in order to improve the welfare of the community village. Research This aims to determine the role of BUMDes in utilizing the potential of the economy locally with a variety of potential which is owned by the village in order to improve the welfare of the economy of society villagers and encourage an increase in revenues native village. This research is a field, data collection techniques used in this study is a triangulation technique (observation, interview and documentation). The method of research is using the method of research qualitative descriptive. The results of this study are the role of BUMDes Sumber Sejahtera in increasing the potential and economic prosperity of the community in Pujonkidul Village through its programs and business units that can open new jobs for residents, increase community incomes and encourage increased PAD Desa.

Keywords: *BUMDes, Strategic, Potential, Welfare Society.*

1. INTRODUCTION

The Department of Villages, Disadvantaged Area Development and Immigration (PDPT) is tasked with fulfilling the expectations of Section 87 of the Villages Act. The article stipulates that BUMDes may be established by village governments and operated in a spirit of kinship and mutual cooperation in order to utilize economic potential, economic institutions, potential natural and human resources to improve the welfare of village communities. Village Owned Enterprises (BUMDes) are enterprises established by the Village Government with initial capital provided by the Village APB. BUMDes is a political strategy to build Indonesia from the periphery through the development of village collective economic enterprises. BUMDes is one of the political strategies to improve the quality of life of village Indonesians, a form of village economic independence, and can promote strategic business units for collective economic activities in villages.

Efforts to develop BUMDes, aimed at revitalizing the local economy in South Sulawesi, have been underway since regulations on BUMDes themselves came into effect. BUMDes pilot projects have been implemented in almost all districts of the South Sulawesi region. The BUMDes infrastructure itself adapts to the needs and possibilities of existing villages. For example, village tourism object development, village market management, savings and credit activities, small and medium enterprise development, etc. Efforts to realize the concept of establishing BUMDes began by optimizing the capacity and economic activities already carried out and managed by villages (Adawiyah, 2018). Based on the above, it is interesting for the author to further explore his BUMDes for increasing the potential and well-being of village communities.

2. LITERATURE REVIEW AND HYPOTHESIS

According to Cahyati of Damayanti 2016: 4. Strategy is thinking about the types of programs and initiatives and what needs to be designed and implemented to effectively attract, develop and sustain them. Rogers' definition of innovation, Nursetiawan 2017; 76, Innovation is a tool that replaces the old with the new. Innovation is the ability to follow existing ideas, facts and information to create something new and different from the previous situation.

The definition of BUMDes as Village Owned Enterprises (BUMDes) under Article 1 of Legislative Decree (PP) No. 43/2014 is an entity whose capital and management wholly or mostly belongs to the village and community through direct participation from the village property and which is segregated to manage service property and other businesses for the maximum welfare of the village community. Understanding Potential According to the Big Dictionary of the Indonesian Language (KBBI), potential is defined as the ability, whether in the form of strength, power or ability, which is acquired by the community either directly or through a lengthy process and which offers various opportunities and hopes for further development. The term potential comes from the English word 'topotent' which means hard, strong.

Understanding the common good According to Law No. 11 of 2009 on the common good, the common good is the condition for satisfying the material, spiritual and social needs of the people so that they can live decently, develop and function socially.

3. RESEARCH METHODS

The type of research used in this study is qualitative. (Sugishirono, 2015), qualitative research methods are research methods based on post-positivism that study objects and states of nature. The aim of this study is therefore to examine how his BUMDes Maccini Baji in Banten improve the economic well-being of local communities.

This research took him three months. The research was conducted at his BUMDes Maccini Baji in Bonthi Jai Village, Bissapu District, Banten Regency. The location of this study was selected because it was proposed in consideration of suitability for the research theme. Various data collection techniques are used in this study to obtain accurate data. Data collection techniques are very diverse. This study uses in-depth interviews, documentation, and observations.

4. RESULTS AND DISCUSSION

a. Innovation Strategy of Village Owned Enterprises (BUMDes) to Enhance Village Potential

The Maccini Baji BUMDes Innovation Strategy aims to engage community elements, especially young people, in the development of BUMDes resources by increasing village potential through synergies with existing community institutions and providing training to enhance community creativity and innovation in managing village potential. One of BUMDes' innovative strategies to increase potential is to provide training on how to handle dried algae in foodstuffs in the form of seaweed meals, biscuits and sweets. This innovation was initiated in addition to increasing the economic value. Maccini Baji BUMDes will develop a seaweed product that represents the local potential of Bont Jai Village as a village excellence product.

b. Innovation Strategy of Village Enterprises (BUMDes) to Improve Common Benefits

Since the innovation strategy implemented by BUMDes Maccin Baji to improve the welfare of the people in Bont Jai village is based on a business unit that has been managed and successfully supported the business development of the village community, the presence of BUMDes Maccin Baji has improved the social welfare of the villagers. Below, researchers describe some of the effects the presence of BUMDes Maccini Baji had on the well-being of the village community.

- 1) Create employment opportunities in rural areas where qualified personnel can be recruited as members of BUMDes Maccini Baji.
- 2) Transforming previously unproductive land into productive land. B. Undeveloped land converted to BUMDes Mart and RPK.
- 3) Improve the community's capacity to manage the village's potential, create economic value through training, and increase income.
- 4) The original income of the village will be increased and the result will be returned to the community in the form of development and services as shown below.

Table 1
Bonto Jai Village Community Income (December 2017)

No	Type of work	Initial capital	Sale	Income
1	Seaweed Farmers	Rp. 1.500.000	Rp. 4.000.000	Rp. 2.500.000
2	Service	-		Rp. 800.000

Source: Interview Results at the Writer's Center (2023)

Table 2
Income of the Bonto Jai Village Community (May 2023)

No	Type of work	Initial capital	Sale	Income
1	Seaweed Farmers	Rp.4.000.000	Rp. 9.000.000	Rp. 6.000.000
2	Service	-		Rp. 3.500.000

Source: Interview Results at the Writer's Center (2023)

Table 3
APDes (2018)

No	Original Income Village	Profit Sharing Taxes and Levies	Village Fund	Allocation of village funds
1	Rp. 1.670.000	Rp. 33.506.912	Rp. 700.313.000	Rp. 726.372.000

Source: Interview Results at the Writer's Center (2023)

Table 4
APDes (2022)

No	Original Income Village	Profit Sharing Taxes and Levies	Village Fund	Allocation of village funds
1	Rp. 2.395.000	Rp. 33.506.912	Rp.1.136.546.000	Rp. 745.660.000

Source: Interview Results at the Writer's Center (2023)

Based on the above table, before and after the presence of BUMDes Maccini Baji, the level of community income and village original income increased. The increase in income experienced by the majority of people who make their living from agriculture, especially seaweed farmers and the service sector, is enormous and plays a huge role in improving the economic well-being of their communities. His BUMDes Maccini Baji contribution to the village community is extraordinary and BUMDes Maccini Baji can increase the original income of Bontjai village. Meanwhile, the Village Original Opinion

(PAD) has also increased due to his BUMDes Maccini Baji contribution through the implemented programs.

c. Village Potential in Improving Community Economic Welfare

The potential of the village owned by Bonto Jai Village is quite large, this is seen from the strategic location of Bonto Jai Village, in terms of its natural potential which is in the coastal area, making Bonto Jai Village have abundant marine wealth, namely seaweed. Meanwhile, the other potential is the Bonto Jai Village area which is on the Makassar-Bulukumba trans-Sulawesi route, which has the potential to market community products, be it souvenirs, culinary arts or crafts typical of Bonto Jai Village. Bumdes Bonto Jai, which already owns Cafe and Bumdes Mart, is the biggest potential in marketing products from the Village community, apart from its strategic position on the trans-axis Sulawesi route, Bumdes Mart and Cafe are also equipped with supporting facilities, such as gazebos for visitors/riders to rest, to toilets and houses of worship.

In other words, through the potential that Bonto Jai Village has, which is then managed by BUMDes Maccini Baji in the form of BUMDes Mart and Café business units, it can become a forum for the community to market their products so as to help improve community welfare in the form of increased income. Based on the above discussion, it can be concluded that in the development of Bumdez Macchini Bhaji, the existing potential needs to be further developed by developing a digital marketplace through the establishment of official social media accounts of Bumdez Macchini Bhaji in order to commercialize and introduce the potential of Bumdez Macchini Bhaji village and Bumdez to the wider community.

5. CONCLUSION

Based on the findings above, we discuss the Village Enterprise Innovation Strategy (BUMDES) to increase the potential and economic well-being of rural communities. The problem leads to the following conclusions:

1. Village development is a common focus in developing countries, including Bont Jai Village. A local economy-based innovation strategy is one way to accelerate local economic growth. BUMDes Maccini Baji's HR Manager's innovation strategy is to raise the latent needs of the community to successfully develop their skills and create new halls through the creation of innovation. A viable strategy for increasing potential based on local economies is to empower communities through training and skills provision. The role of the village government in developing the local economy is very important. In this case, village governments are tasked with acting as pioneers, coordinators, mediators and stimulators of development. The BUMDes innovation strategy to increase the innovation potential of villages needs to be improved again. If Bont Jai Village's

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potential is not exploited, it will become less competitive, especially in the agricultural sector. BUMDes must be able to maximize their achievements within the village. If successful, it increases the well-being of the community. BUMDes should be developed or developed in continuous cooperation with the village government to promote the growth rate of Bont Jai village.

2. The innovation strategy of the village enterprises to improve the welfare of the residents is extraordinary. BUMDes Maccini Baji can not only serve the community, but also contribute to the prosperity of the community. This is evident in his BUMDes Maccini efforts through existing programs such as the PDAM power payment utility and his BUMDes Mart procurement. BUMDes Maccini Baji also contributed to the village to increase the village's original income (PAD). BUMDes Maccini Baji will serve as moderator and server.
3. BUMDes Maccini Baji is someone who can unlock the potential of villages and find employment prospects beneficial, especially in the agricultural and service sectors, to increase the income of the people. The people of Bonto Jai village sincerely hope that together with Mancini Bhaji BUMDes the existing potential of the village can be further developed by managing it.

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