

# Business Development At Bumdes Jati Makmur Jatirejo Village, Tikung District, Lamongan Regency

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INFORMASI ARTIKEL	ABSTRAK
<b>KataKunci:</b> Pengembangan Business Bumdes	BUMDes adalah peluang desa membangun diri sebagai lokomotif kesejahteraan bagi dirinya. Terbukti, sejak Dana Desa mengucur, ribuan Desa melahirkan BUMDes dengan prestasi cemerlang, bukan hanya mampu menciptakan keuntungan rupiah yang tinggi melainkan juga mampu menyelesaikan berbagai masalah sosialnya sendiri. BUMDes supaya mampu mengembangkan dan membangun kesejahteraannya maka perlu merancang secara khusus Pelatihan BUMDes yang akan memberikan pemahaman dan kemampuan bagi perangkat desa dan pengurus BUMDes untuk membentuk, mengelola dan mengembangkan BUMDes-nya menjadi BUMDes yang mampu melahirkan manfaat sosial sekaligus unit usaha penghasil laba. Materi Pelatihan BUMDes memadukan pemahaman mengenai filosofi BUMDes, pemahaman BUMDes dengan segala ruang lingkupnya, peran dan tanggung jawab pemerintah desa, pengurus BUMDes dan BPD hingga bagaimana cara BUMDes mampu melakukan analisa potensi desanya melalui teknik analisa khusus. Dengan begitu harapan dari kegiatan pelatihan ini BUMDes Jati Makmur Desa Jatirejo mampu eksistensi dan salalu mengembangkan kegiatan dengan baik.
	<b>ABSTRACT</b>
<b>Keywords:</b> Business development Bumdes	BUMDes is an opportunity for the village to build itself as a locomotive of prosperity for itself. Evidently, since the Village Fund was disbursed, thousands of villages have produced BUMDes with brilliant achievements, not only being able to create high rupiah profits but also being able to solve various social problems themselves. In order for BUMDes to be able to develop and build their welfare, it is necessary to specifically design BUMDes training that will provide understanding and ability for village officials and BUMDes administrators to form, manage and develop their BUMDes into BUMDes that are able to give birth to social benefits as well as profit-generating business units. BUMDes training materials combine an understanding of the philosophy of BUMDes, understanding of BUMDes with all its scope, roles and responsibilities of village governments, BUMDes and BPD administrators to how BUMDes are able to analyze the potential of their villages through special analysis techniques. Thus, it is hoped that from this training activity, BUMDes Jati Makmur, Jatirejo Village, is able to exist and always develop activities well.

## I. PRELIMINARY

Currently, village development is the focus of many parties, not only the government. All hope that the development of the village, especially the village economy, will bring positive changes to the national economy. Villages have a lot of potential to achieve the above expectations if they are managed optimally by

the community. Utilization of the many potentials possessed by this village is certainly used for the benefit of the village community whose aim is to prosper life. Village-Owned Enterprises, hereinafter referred to as BUMDes, are village economic institutions/bodies that are legal entities formed and owned by the Village Government, managed economically independently and professionally with all or most of the capital being separated village assets (Amelia: 2014: 2). 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. According to the results of the Robiatul study (2018: 1) the purpose of BUMDes is to optimize the management of existing village assets, promote the village economy, and improve the welfare of rural communities. Corstya (2018:4) with the presence of BUMDes, it is hoped that the village will become more independent and the community will become more prosperous. Based on the opinion of Edy (2016:4) and Samadi (2015: 1) the goals and objectives of BUMDes can be achieved if BUMDes are managed in a directed and professional manner through equity, thereby increasing people's income

The current potential that can be used as a driving force for the village economy is the development of Village Owned Enterprises (BUMDes). The existence of BUMDes will be a locomotive for the development of the village economy that can prosper and reduce rural poverty. There are various types of BUMDes that can be carried out by rural communities, namely: serving (social business) such as drinking water business; banking (money business services) such as village credit institutions; leasing (leasing) such as tractor leasing; brokering (intermediary institutions) such as electricity payment services, PAM; trading (trading) such as an ice factory; holding (joint ventures) such as tourist villages and many others. These types of BUMDes businesses can be developed well if the village community can work together. Considering that BUMDES Jati Makmur, Jatirejo Village at this time only focuses on savings and loan activities in forming cooperation between village communities is not easy. Therefore, this BUMDes development training is needed with the aim of providing knowledge and being able to motivate rural communities to develop more.

Problems found with partners and need to be addressed have been described in the introduction. However, it will be reviewed as follows:

1. BUMDES Management Lack of knowledge of activities that can be done other than SPP
2. BUMDES management does not understand the governance of bumdes activity development

Based on the above problems, the solutions to the problems that will be implemented in this community partnership program are as follows:

The solution to all the problems in this PKM is to help the BUMDES management in developing the BUMDES business in addition to savings and loan activities through BUMDES business development training. This training was given to all BUMDES Jati Makmur Management, Jatirejo Village, Tikung Subdistrict, Lamongan Regency with the aim that BUMDES Jati Makmur, Jatirejo Village, Tikung Subdistrict can be motivated by developing businesses other than SPP so that the activities carried out develop and can increasingly advance the Jatirejo village in economic terms.

## II. LITERATURE REVIEW

### 1. BUMDes

The definition of BUMDes or Village-Owned Enterprises according to Permendagri No. 39 of 2010 concerning BUMDes is a village business formed/established by the village government whose capital ownership and management is carried out by the village government and the community. BUMDes is a village business institution that is managed by the community and village government in an effort to strengthen the village economy and is formed based on the needs and potential of the village. According to Law Number 32 of 2004 concerning Regional Government, villages can establish business entities according to the potential and needs of the village. It is also explained in Government Regulation Number 72 of 2005 concerning Villages, Law of the Republic of Indonesia Number 6 of 2014 concerning Villages, and

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Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia Number 4 of 2015 concerning Establishment, Management and Management, and Disbandment Village-Owned Enterprises that to increase village and community income, the village government can establish Village-Owned Enterprises in accordance with the needs and potential of the village. This means that the formation of BUMDES is based on the needs, potential, and capacity of the village, as an effort to improve community welfare. The planning and establishment of BUMDES is at the initiative of the village community.

According to Article 1 Number (6) of Law Number 6 of 2014 Village-Owned Enterprises, hereinafter referred to as BUMDes, are business entities whose entire or most of the capital is owned by the Village through direct participation originating from Village assets which are separated to manage assets, services, and other businesses for the greatest welfare of the village community (Kamaroesid, 2016). BUMDes was established, among others, in the context of increasing Village Original Income. Departing from this perspective, if the village's original income can be obtained from BUMDes, then this condition will encourage each Village Government to provide "goodwill" in responding to the establishment of BUMDes (Dewi, 2014).

According to Kamaroesid, 2016 the four main objectives of establishing BUMDes are:

- a. Improving the village economy
- b. Increase the village's original income
- c. Improving the processing of village potential in accordance with community needs
- d. Become the backbone of rural economic growth and equity.

## 2. Business development

Development aims to expand the coaching strategy. Development is carried out through human resource development, business development, marketing network development, capital development, and increased participation of BUM Desa/BUM Desa stakeholders together with integrated programs or activities which include:

- a. Business development and entrepreneurship training according to business needs and growth;
  - b. Support for providing resources to realize the industrialization of village commodities through joint BUM Desa/BUM Desa;
  - c. Community communication forums periodically and continuously;
  - d. Organizing business meetings, business seminars, and/or business visits, periodically and continuously;
  - e. Organizing partnership meetings between BUM Desa/BUM Desa together with other economic business actors;
  - f. Facilitation of increasing access to capital;
  - g. Facilitation of increasing access to partnerships or business cooperation and non-business cooperation;
  - h. Increasing access and facilitation for the procurement of production and processing facilities and infrastructure, raw materials, auxiliary materials, and packaging;
  - i. Facilitation of joint BUM Desa/BUM Desa access to information sources and the use of appropriate technology;
  - j. Empowering and increasing access of BUM Desa/BUM Desa together to business information sources and supply chains both locally, nationally and internationally;
  - k. Product promotion support including the provision of promotional infrastructure;
  - l. Support for the development of marketing and distribution networks, as well as expansion of marketing reach;
  - m. Organizing training and strengthening product marketing capacity through digital media; and
  - n. Development programs or activities according to the needs of the BUM Desa/BUM Desa together.
- Article 27 Permendesa PDTT No. 3 Year 2021

One of the local government's efforts in managing, regulating and formulating a competitive BUMDes development strategy is to develop a strategy for developing a tetrapreneur model. Tetrapreneur is a theory in developing and improving business by using approaches through 4 (four) basic factors consisting of Chainpreneur, Marketpreneur, Qualitypreneur, and Brandpreneur.

### III. IMPLEMENTATION METHOD

The implementation method in this partnership program is divided into 3 parts, namely the preparation stage, the implementation stage and the post-activity stage. The activity preparation stage will be carried out before the training activities begin. Activities carried out in the preparation stage are as follows:

1. Conduct a literature study on various problems
2. Taking care of administration and licensing, namely by submitting a permit for the implementation of activities to the Village and the Deket sub-district, Lamongan Regency
3. Collecting data on participants who took part in the training
4. Determine the time and place of implementation as well as the duration of the activity.
5. Prepare training materials and then duplicate them for the guidance of prospective trainees.
6. Compile the attendance list of participants and participant feedback questionnaire.

The second stage is the activity implementation stage. At this stage the participants are ready to receive training which will be delivered by Lecturers of the Islamic University of Lamongan and speakers from practitioners in accordance with their fields. This training activity was attended by all BUMDES management and community leaders in Jatirejo Village, Tikung District, Lamongan Regency.

### IV. RESULTS AND OUTCOMES

Currently, village development is the focus of many parties, not only the government. All hope that the development of the village, especially the village economy, will bring positive changes to the national economy. Villages have a lot of potential to achieve the above expectations if they are managed optimally by the community. Utilization of the many potentials possessed by this village is certainly used for the benefit of the village community whose goal is to prosper life. The current potential that can be used as a driving force for the village economy is the development of Village Owned Enterprises (BUMDes). The existence of BUMDes will be a locomotive for the development of the village economy that can prosper and reduce poverty in rural communities. Village communities can do various types of BUMDes, namely: serving (social business) such as drinking water business; banking (money business services) such as village credit institutions; leasing (leasing) such as tractor leasing; brokering (intermediary institutions) such as electricity payment services, PAM; trading (trading) such as an ice factory; holding (joint ventures) such as tourist villages and many others. These types of BUMDes businesses can be developed well if the village community can work together. To form cooperation between village communities is not easy. In this training activity, several related materials are included:

1. BUMDes Regulatory Policy
2. BUMDes Management
3. Best Practice for BUMDes Development

From the content of the material provided, this training can provide development for BUMDes and can motivate village communities to develop more. In achieving this training activity, Jati Makmur BUMDes can:

1. Understand the basic concepts of policies and regulations related to village development and BUMDes
2. Understand the legal aspects, regulations regarding BUMDes
3. Understand the management of BUMDes

4. Understand the structure and governance of BUMDes
5. Get learning about ideas, ideas, techniques, methods, processes, BUMDes development activities

## V. CONCLUSION

From the results of the training activities, this prosperous Jati BUMDes business development can be an effort to increase entrepreneurship in the Jatirejo village community, as a pillar of the community's economy this can be seen from the various potentials that exist in the village such as a lot of idle land, high demand for agricultural products and capital investment. BUMDes that are quite large from the village through the Village Fund, as well as local government support with training activities and program synergies need to be developed. The need to continue to carry out skills training or training on BUMDes management to administrators in order to improve the performance of BUMDes institutions so that their business continues to grow. In addition, socialization to the community is also needed so that they know the importance of participation in the BUMDes program to increase village income and economy.

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