

# Empowerment Of Village Owned Enterprises (BUMDes) In The Context Of Optimizing The Assets Of Nyuhtebel Village, Manggis District, Karangasem Regency

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## Abstract.

*Optimizing the assets owned by the village is very important in order to increase the welfare of the village community in a sustainable manner. Village-owned Enterprises (BUMDes) are village-owned business entities that have a very strategic role as a pillar of village hopes to improve the welfare of its people. In order for Bumdes to develop more quickly, Bumdes really need to be empowered according to their respective potentials. The purpose of this activity in general is to identify village potential that can be developed, find suitable business activities to implement, identify community needs that can be handled by BUMDes, encourage village community participation in BUMDes development. The methods used include observing village conditions, providing outreach to village communities, conducting interviews, and analyzing data obtained from these activities. The results of this activity are 1) Finding some tourism potential in Nyuhtebel Village. Such as jogging track, village library, Bukit Batu Gede, and BUMdes Café and Batu Madeg Beach; 2) Provide recommendations to Nyuhtebel Village officials regarding business activities that are suitable for implementation in the Village and in accordance with community needs, such as creating a business line as a supplier, this is in line with the environment of Nyuhtebel Village which coincides with the tourism sector. Thus, it is easier for tourism actors in the area to access purchases of supporting tourism needs such as vegetables, mineral water, kitchen equipment, toiletries, etc.; 3) recommend potential that is in accordance with the current conditions of the Village and the needs of the community so that BUMDes are expected to be able to improve community welfare. The potential for Nyuhtebel Village that is suitable for viewing the environment of Nyuhtebel Village as a tourism buffer zone is to create a business line related to tourism such as supplying hotel & restaurant needs; 4) Providing understanding to the community to actively participate in BUMDes and educating the community about the importance of BUMDes as a locomotive for accelerating village economic growth. Suggestions and requests from village officials, so that Community Service activities can evaluate both previous activities or strategic plans that have been designed by Nyuhtebel Village.*

**Keywords:** BUMDes, Village Potential, Village Assets, Asset Optimization

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## I. INTRODUCTION

A village is an area in a country that is inhabited by a group of people who also have certain territorial boundaries in accordance with Law Number 32 Article 1 Paragraph (12) of 2004 concerning Regional Government and Government Regulation Number 72 of 2005 concerning Villages. Village development will be more challenging in the future with regional economic conditions that are increasingly open and political life that is more democratic (Hernowo, 2004). Along with the development of the times and the advancement of technology, it is also increasingly difficult for the Government to manage the many regions in Indonesia with the increasing diversity of its people. Therefore, the Laws and Regulations have explained about the granting of authority to villages which can now take care of their own households. These regulations have been adapted to the situations and conditions in this modern era to facilitate the Central Government's work in managing and supervising every region in Indonesia (Sari, 2008). In village development, the village government is located as a subsystem of the government administration system in Indonesia, so that the village has the authority, duties and obligations to regulate and manage the interests of its own community or known as regional autonomy which is based on statutory regulations. With the existence of Law Number 6 of 2014 concerning Villages, the contents of which are all the interests and needs of a village community can be accommodated in a better way (Maschab, 2000).

The implementation of the village governance policies contained in this law on villages is considered as a policy that will direct new hopes in efforts to improve the welfare of a village community, villages must also submit and comply with development that is based on the center and the regions. In carrying out the

authority, duties and obligations of the village in administering government and development, a source of village income is needed. Kurniawan (2015) assesses that the issuance of Law No. 6 of 2014 concerning Villages will provide a new paradigm and concept regarding village governance policies nationally, where this village law no longer places villages as an Indonesian background, but as part of important in society. One of the rules contained in the law which is aimed at improving village welfare is the rule regarding Village Owned Enterprises (BUMDes). Law No. 6 of 2014 Article 1 Paragraph 6 also clearly states that BUMDes is a business entity whose capital is mostly or wholly owned by the village through direct participation originating from village assets that are separated to manage assets, services, and other businesses for the amount of -the magnitude of the welfare of the village community. This means that BUMDes in their activities are not only oriented towards financial gain, but are also oriented towards supporting the improvement of the welfare of the village community. BUMDes are expected to be able to develop business units in utilizing economic potential. BUMDes itself according to Article 87 of Law no. 6 of 2014 is basically an institution formed on the basis of the spirit of kinship and mutual cooperation to utilize all economic potential, economic institutions, as well as the potential of natural and human resources in order to improve the welfare of rural communities.

Therefore, it is not surprising that until now the number of BUMDes is increasing every year. Based on data from the Bali Province Community and Village Empowerment Service, as of August 2019 there were 545 out of 636 villages that already had BUMDes. Nyuhtebel Village, one of 75 villages that has BUMDes, is the place where counseling will be given to optimize village assets. Nyuhtebel Village, located in Manggis District, Karangasem Regency, is bordered by Pesedahan Village to the north, bordered by the sea to the south, bordered by Sengkidu Village to the west, and bordered by Tenganan Village to the east. Nyuhtebel Village has an area of 200.20 hectares with a population of 2,764 people. Overall the main potential of Nyuhtebel Village is from the agricultural sector in a broad sense. This also makes most of the residents of Nyuhtebel Village have a livelihood as farmers. Another potential in Nyuhtebel Village is natural products. The natural products produced are agricultural, animal husbandry, fishery and plantation products. Unfortunately, almost all owners of livestock, fishery and plantation agricultural products usually send their products directly to distributors, without further processing. In fact, some of these natural products may be processed by the village itself, especially with the help of BUMDes which is one part of the institutions in Nyuhtebel Village. In this community service activity there are several methods that will be used, namely:

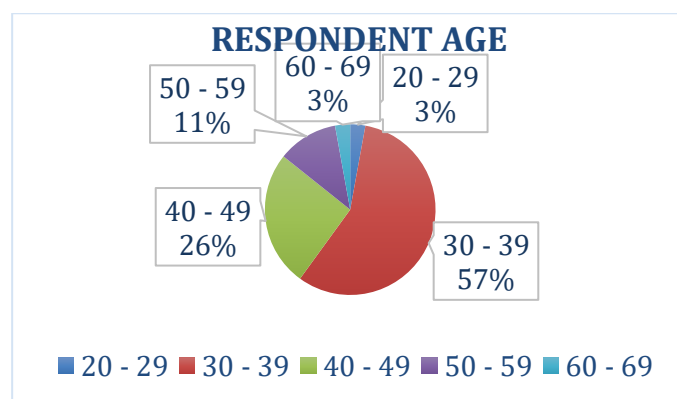
- (1) Make observations about the potential of BUMDes that have the potential to be developed in Nyuhtebel Village, Manggis District, Karangasem Regency,
- (2) Conduct a survey of the needs of village communities that can be handled by BUMDes in Nyuhtebel Village, Manggis District, Karangasem Regency,
- (3) Providing KIE (Communication, Information and Education) to Village communities to increase their participation in advancing BUMDes and the economy of Nyuhtebel Village, Manggis District, Karangasem Regency,
- (4) Conduct an analysis of BUMDes empowerment that is in accordance with the needs of the people of Nyuhtebel Village, Manggis District, Karangasem Regency.

The data analysis technique used is descriptive statistics and inferential statistics according to the purpose of the activity.

## **II. RESULT AND DISCUSSION**

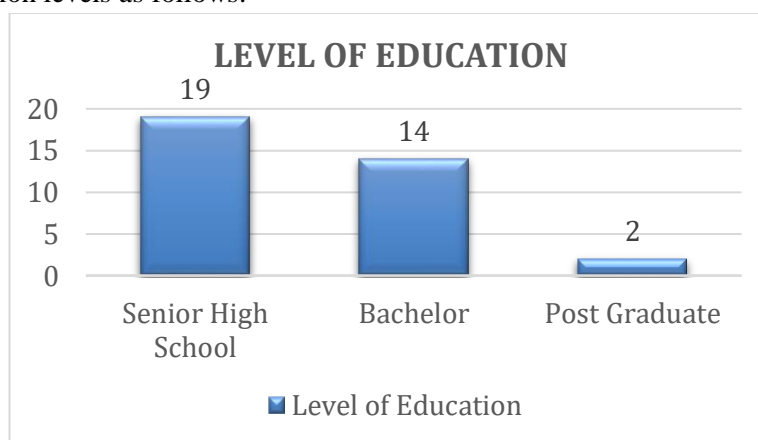
### **2.1 Respondent Identity**

Some of the things that were conveyed in the discussion of the results of this evaluation were related to the characteristics of the respondents, and also the discussion was in accordance with the objectives of this activity. Based on the interviews that have been conducted, the identity of the respondents is explained one by one as the following description. The age of the respondents is still very productive, ranging from 29 to 63 years old. With the following distribution:



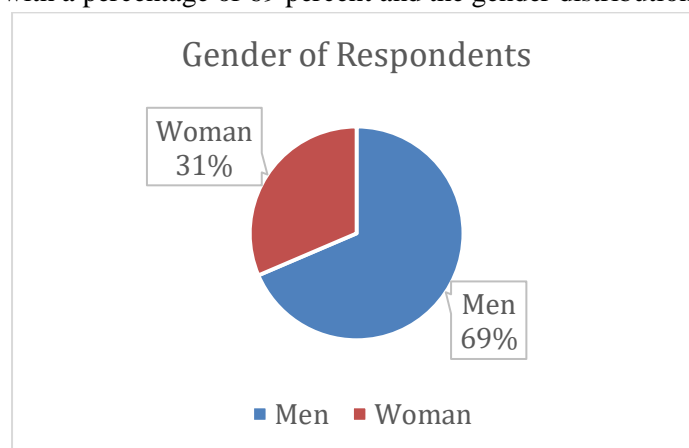
**Fig 1.** Distribution of Respondents by Age

Most of the respondents are in the age range of 30-39 years with a percentage of 57 percent. Furthermore, the education level of the respondents. Respondents' education is classified as good with the distribution of education levels as follows:



**Fig 2.** Distribution of Respondents by Education Level

Most of the respondents were at the high school education level with a percentage of 54 percent, while respondents with undergraduate and postgraduate education were 46 percent. Respondents in this study were mostly male with a percentage of 69 percent and the gender distribution was as follows:



**Fig 3.** Distribution of Respondents by Gender

## 2.2 Knowledge of Village Owned Enterprises (BUMDes)

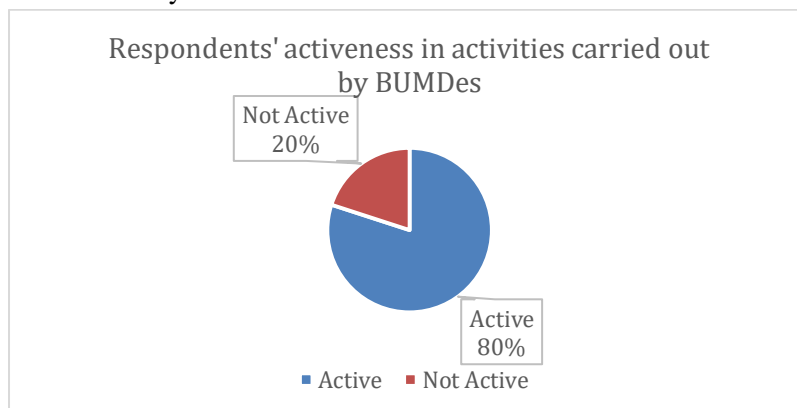
Knowledge of BUMDes was also asked of the respondents. The respondents' answers related to knowledge about BUMDes will be described below.

Did you know about BUMDes before this activity?

All respondents or 100% stated that they already knew about BUMDes. Because the main product of BUMDes in Nyuhtebel Village is savings and loans, all respondents were aware of BUMDes, and some of the respondents were also customers of BUMDes Nyuhtebel Village.

Are you active in the activities carried out by BUMDes?

Respondents were also asked about their activity in the activities carried out by BUMDes. most of the respondents stated that they were active in the activities carried out by BUMDes. The following is the distribution of respondents' activity in BUMDes activities.



**Fig 4.** Respondents' Activeness in BUMDES Activities

As many as 28 people or 80 percent of respondents said they were active in BUMDes activities. the reasons for their activity are as customers/users of BUMDes services, external administrators, BUMDes Advisors, and being BUMDes managers.

In your opinion, can the Nyuhtebel Village BUMDes progress?

All respondents or 100 percent answered yes. Based on the results of the questionnaire, it can be concluded that all respondents are optimistic that their BUMDes will progress, but there are several important notes in the interview results. The potential of BUMDes in Nyuhtebel Village is enormous, both natural potential and goods and services, but it needs to be balanced with credible Human Resources (HR). BUMDes management does not necessarily increase Village income, but on the other hand BUMDes must be able to empower the Village community so that in the future the Nyuhtebel Village community hopes that BUMDes can become a locomotive for accelerating Village progress. The development of business units needs to be even more serious, Nyuhtebel Village, which is a tourism buffer zone, should be able to develop business units that are able to attract tourists. Diversification of goods or services is something that is very important to build together with the community. Utilization of the natural potential that exists in Nyuhtebel Village is absolutely necessary to be developed.

What are your expectations for BUMDes?

Based on the results of interviews with respondents, it can be concluded that respondents hope that BUMDes is able to distribute products from the community in Nyuhtebel Village so that it does not only increase village income, but is also able to advance MSMEs in Nyuhtebel Village. The development of tourism potential in Nyuhtebel Village is expected to be able to absorb workers from the Nyuhtebel Village environment. The people of Nyuhtebel Village before the pandemic worked on average in Denpasar City. With the development of tourism potential, it is hoped that it will be able to prosper the people of Nyuhtebel Village, especially the younger generation who migrate to the city.

What is your advice for BUMDes?

Based on the results of interviews with respondents, it can be concluded that the respondents suggested that BUMDes record MSMEs in the village, so that later they can add product variations for BUMDes. So that BUMDes is able to collaborate with the community in the Village environment. Apart from collaborating, this data collection process is also able to have a psychological impact on MSMEs so that MSMEs feel "cared for" by the village government. In addition, respondents also suggested that BUMDes immediately execute priority business areas. BUMDes of Nyuhtebel Village has many strategic plans, but managers are still lacking in courage in "executing" the program. With the results of this interview, the potential for BUMDes to develop in the future by involving more villagers is very large. Villagers in the development of BUMDes can play a role both as suppliers or suppliers of goods and services to BUMDes

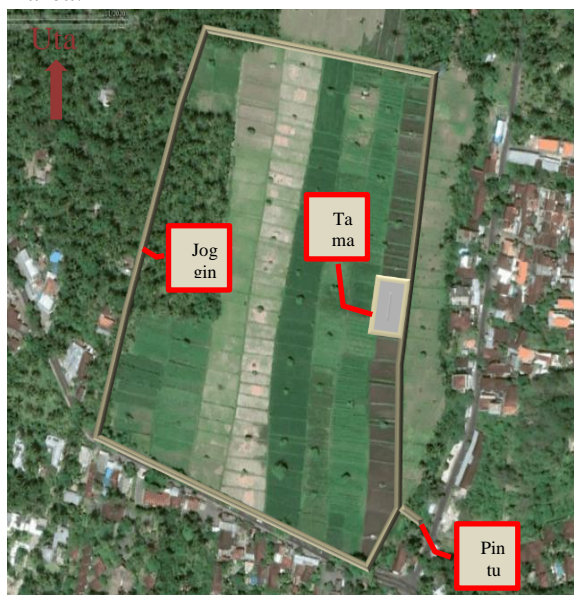
that are needed by the community and as village economic potential by acting as potential buyers for BUMDes.

### 2.3 Village Potential Utilization Concept

The location of Nyuhtebel Village is located in a strategic area which is  $\pm 1$  km or  $\pm 5$  minutes' drive to the Candidasa Beach tourist area which is one of the leading tourist areas in Bali, especially in Karangasem Regency and has long been growing rapidly. Nyuhtebel village is also located close to the tourist attractions Virgin Beach and Bukit Asah with a distance of  $\pm 10$  km or  $\pm 20$  minutes' drive. Virgin Beach is a beautiful and unspoiled white sand beach which is starting to become a place that local tourists like to visit, while Bukit Asah is an object trekking tour and camping ground with stunning sea views. Apart from that, the Tenganan Pegeringsingan Tourism Village is also located very close to Nyuhtebel Village, which is  $\pm 10$  km or  $\pm 20$  minutes' drive. to reach the tourist destinations Candidasa Beach, Virgin Beach and Bukit Asah, as well as the Tenganan Pegeringsingan Tourism Village tourists must pass through Nyuhtebel Village, this is an opportunity for Nyuhtebel Village as a transit area to developed tourist destinations. The Nyuhtebel area as a strategic area is an added value for developing village-owned business lines as a "supplier" of tourism needs such as supplying gas, supplying kitchen needs, bathing needs, plastic waste, vegetables, fruits, etc. This will certainly have a positive impact on the environment or geographical conditions of Nyuhtebel Village as a Tourism Support area.

### 2.4 The concept of Utilizing Nyuhtebel Village assets

The condition of Nyuhtebel Village as a tourism buffer area should be able to contribute both socially and economically to the community around Nyuhtebel Village. The realignment of the Nyuhtebel Village area is a mission for the residents of Nyuhtebel Village. Through BUMDes the management of Village potential will become more organized, so that later BUMDes will be able to develop optimally and make a positive contribution to Nyuhtebel Village. Some of the location points are quite interesting to be used as tourist destinations, among others, water irrigation lines covered with concrete have the potential to be used as jogging tracks and selfie areas for tourists, the library area which has hill, sea and mountain views has the potential to be used as a restaurant, an area the Bukit temple plaza which is used as a trekking area, the Batu Madeg temple plaza area which currently contains small stalls has the potential for culinary tourism as well as a rest area with views of the sea and hills. From the several asset locations that are owned, those that have the highest potential as tourist destinations and can generate income for the village are the Jogging Track and the Batu Madeg Beach area.



**Fig 5. Jogging Track Plan**

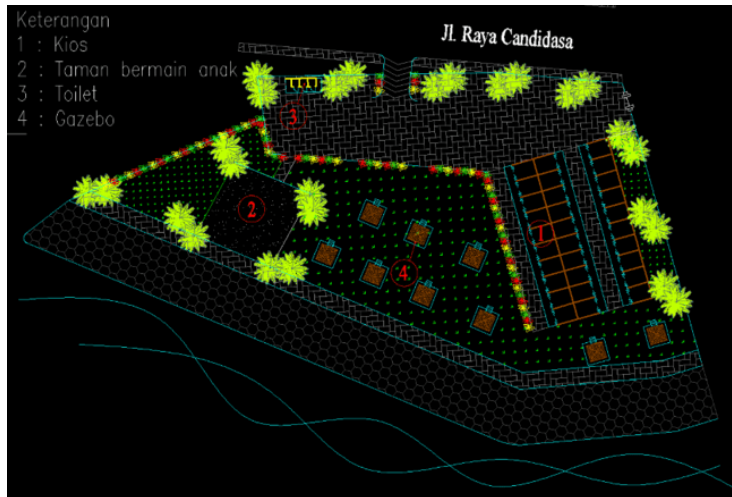
The jogging track is planned to be  $\pm 1$  km long and  $\pm 2$  meters wide, a jogging track can be built along the paddy fields and in the middle of the track a park can be made as a place to rest or take selfies in the park. Nyuhtebel Village landmarks or other art sculptures can be built to attract tourists. to visit. The park in the middle of the jogging track can also function as a place to hold art performances (art/cultural festivals)

on certain days as a tourist attraction, so that it can become a special power. The entrance can be in front of the BUMDes café which has available parking facilities and shopping kiosks so that visitors can easily access the jogging track and shop in that area. Entrance counters can be made in the parking area where entry tickets can be charged to foreign tourists with a maximum rate of IDR 10,000 and local visitors are only charged a parking fee of IDR 1,000. At art/cultural festivals this rate can be adjusted so that it can be profitable for BUMDes. Here is a picture of the jogging track plan.



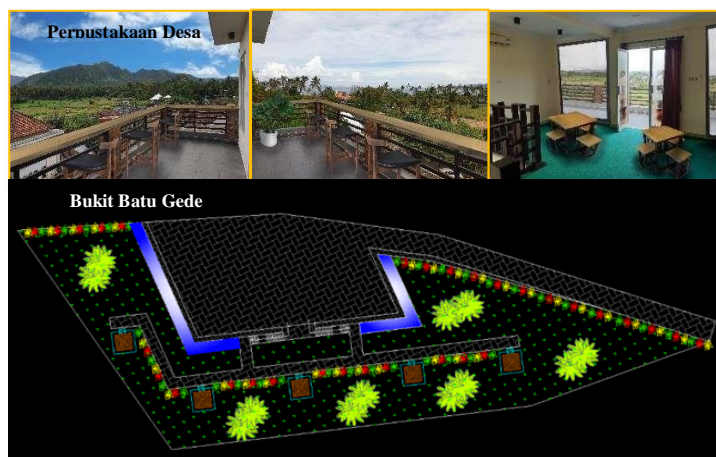
**Fig 6.** Jogging Track Development Idea

Apart from jogging tracks, the Batu Madeg Beach area can also be used as a tourist destination. The Batu Madeg Beach area is located on the coast with a charming sea view. This area is also located adjacent to the well-known tourist area Candidasa Beach, where there are many tourist accommodations around this area so that this area can be one of the places to visit if tourists want to take a walk on the beach. In this area, kiosks can be built that are intended as art shops and culinary tours that sell typical products from Nyuhtebel Village. In this area it is estimated that 30 units of kiosks with a width of 3m x 3m can be built. The income that can be received by the village is the rent paid by the tenants of the kiosks. Apart from that, a children's playground can also be built as one of the attractions to bring in visitors. The following is a picture of the Batu Madeg Beach development plan.



**Fig 7.** Batu Madeg Beach Development Idea

Apart from tourist destinations, there are three village assets that can be used as tourism support facilities, namely the village library, Bukit Batu Gede, and the BUMdes Café. The village library building on the 2nd floor can be used as a pleasant reading place so as to attract more people or students to come to the village library, the ideal development concept for the reading room is to make it a kind of café so that it has a pleasant atmosphere. The Bukit Batu Gede area can be developed into a relaxing and selfie area, besides that because it is close to a temple this area can also be used as a means of supporting religious ceremonies. The following is a picture of the development plan for the village library and the Bukit Batu Gede area.



**Fig 8.** Village Library and Bukit Batu Gede Development Idea

### III. CONCLUSION

(1) Based on the results of the data analysis that has been carried out, it can be concluded that with community service activities through Communication, Information and Education carried out by the team, the knowledge of village officials about optimizing Village-owned assets becomes more open; (2) After carrying out Communication, Information and Education activities, village officials know how to identify community needs that can be handled by BUMDes. (3) Based on data analysis using descriptive statistics that have been carried out, after carrying out Communication, Education and Education activities, the Nyuhtebel Village community through BUMDes knows how to manage Village potential and identify community needs so that BUMDes empowerment as a locomotive for accelerating community welfare can be realized;

(4) Based on the results of data analysis carried out after carrying out Communication, Information and Education carried out by the community service team, it can be concluded that the understanding of village officials regarding asset optimization-oriented development and BUMDes management has increased. (5) Suggestions or requests from village officials in this activity are so that BUMDes are able to collaborate with MSMEs in the Nyuhtebel Village environment and that the tourism potential in Nyuhtebel Village is immediately utilized. Thus the participation of the village community for the development of BUMDes in their village has increased both as suppliers and potential buyers. In addition, through the Community Service Program and KKN from Udayana University, it is hoped that it can contribute to the community in the Nyuhtebel Village environment.

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