

The Role of Village – Owned Enterprises (BUMDes) in Empowerment Communities at Setigi Sekapuk Ujungpangkah Tourism

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Abstract. Village-Owned Enterprises in Indonesia have been implemented since 2011, but in practice it is still not optimal, BUMDes were formed to help the welfare of villages, therefore this research aims to describe the role of BUMDes in empowering communities in the Setigi Sekapuk Ujungpangkah tourism area. The method used in this research is qualitative with descriptive analysis, the informants in this research were 3 people. The research results show that there are three BUMDES programs that have played a role in community empowerment, namely employee recruitment programs, MSME empowerment and training.

Keywords: BUMDes, Community, Empowerment, Role

1. Introduction

Implementing BUMDes in a village can help open up community interest in developing their skills. Like one of the BUMDes programs in Sekapuk village, namely village tourism known as "Setigi Tourism". There are many high limestone mountains in northern Gresik Regency. Apart from being used as a limestone mine, there is also a tourist attraction known as "Setigi Tourism". Limestone Hill Tour (SETIGI). Before the construction of the Setigi tourist attraction, from 2003 to 2017, this place was a dumping ground for residents' rubbish. The development of Setigi tourism began with the change of village head, namely Mr. Abdul Halim, who had a village tourism program. Pak Abdul Halim then asked the community to save IDR 8,000 a day, and over the course of a year they collected IDR 2,400,000. From these savings, starting March 2018 the community then began developing Setigi tourism which took approximately 9 to 10 months. Until January 2019, Setigi tourism was officially opened.

From year to year, the income of BUMDes Sekapuk continues to increase, especially after the existence of tourist attractions of this level, the financial income balance of Sekapuk Village has

increased. This can be proven in the Sekapuk village income table as follows:

Table 1. Sekapuk Village Income

Year	Sekapuk BUMDes income
2017	Rp. 180,000,000
2018	Rp. 500,000,000
2019	Rp. 929,000,000
2020	Rp. 2,490,000,000

Data Source: BUMDes Sekapuk

Mr. Abdul Halim as Head of Sekapuk Village said, when he served as head of Sekapuk village in 2017, the village's original village income (PAD) was only around IDR 180,000,000 which came from the mining sector, community water treatment (PAM), village cleaning units and sports facilities and infrastructure units. At that time, Sekapuk village was still in the underdeveloped village category. After taking office in 2018, the PAD of Sekapuk village gradually increased to IDR 500,000,000. Then in 2019, with the addition of the tourism sector, the financial income balance of Sekapuk village increased to IDR 929,000,000 and then in the third year, the Sekapuk village government is aiming for an income of IDR 1,600,000,000 but it turned out to be a surplus of IDR 2,490,000,000 even though in 2020 we had to close for 3 months due to the corona virus outbreak.

If BUMDes can improve community welfare and grow the economy of Sekapuk Village, then one of the roles of BUMDes can be interpreted as improving the standard of living of administrators, commissioners and the community. The formation of BUMDes will certainly affect the income of those who take part in managing BUMDes, which is essentially oriented towards the needs of the Sekapuk village community. It is hoped that BUMDes can provide maximum benefits for community welfare and, among other things, being able to receive workers from the local village environment, which will reduce unemployment in Sekapuk village, especially in the current era where it is difficult to find work. From the description explained above, this is interesting to research, especially in providing knowledge about the role of BUMDes in the village for the benefit of community empowerment with the various programs being implemented. In this way, the author is interested in focusing on the thesis entitled "The Role of Village-Owned Enterprises (BUMDes) in Community Empowerment in Setigi Sekapuk Tourism Ujungpangkah.

2. Literature Review

Village – Owned Enterprises

According to the KBBI, Village-Owned Enterprises (BUMDes) come from several words, namely business unit, which is defined as a legal, technical and financial entity whose aim is to make a profit, while ownership can be defined as temporary ownership or goods [1]. A village is an area unit inhabited by several families with its own government system. BUMDes is thus a collection of business units organized with a certain management system based on law, which is by village communities to achieve a more viable economy [2].

The Role of Village – Owned Enterprises

The role of village-owned enterprises is a means of advancing and developing the economic strength of rural communities, whose main objective is the development of the economic and social environment. BUMDes plays an active role in efforts to improve the quality of life of our community [3]. BUMDes is the basis for strengthening national economic resilience, one of which is improving the economy and developing rural communities [4].

Purpose of Village – Owned Enterprises

BUMDes itself aims to fulfill Article 3 of Permendesa No.4 of 2015, namely improving the village economy, optimizing village wealth for the benefit of village welfare, community initiatives to manage the village's economic potential. Develop business cooperation plans between villages and/or with third parties to create opportunities and market networks to support residents' needs for public services, and increase employment opportunities, community welfare, economic growth and economic growth through improving public services. Providing village economic services, increasing village community income and village original income [5].

3. Research Method

The research entitled "The Role of Village-Owned Enterprises (BUMDes) in Empowering the Setigi Sekapuk Ujungpangkah Tourism Community" uses a qualitative descriptive analysis method. The qualitative descriptive research method is a method that aims to find a discovery regarding research at a certain time [6]. Informants are determined through a probability sampling technique where sampling members from the population are carried out with selected people without paying attention to the level of position in the company's population [7]. The purpose of this research is that the author wants to find out further explanation regarding the variables to be studied which correlate with data collection so that there is a description and analysis of the role of BUMDes in empowering the community.

The data collection techniques carried out in this research were observation, interview and documentation techniques. Observations are carried out as observing and recording phenomena

in companies that are appropriate to the research subject, so that later they can help provide answers to questions in the research [8]. The author also used interviews and documentation in the research. The author took several trusted informants in collecting data, interviews were conducted with 3 informants, namely the BUMDes HRD Manager, the Setigi tourism manager and the Setigi tourism SMEs with the aim of providing a clear picture regarding the objects studied. This research applies primary data and secondary data. Primary Data comes from findings interview conducted at BUMDes Sekapuk. Secondary data is obtained from various sources including data on the number of employees empowered.

The data analysis method applied, namely the qualitative method, is part of qualitative data analysis, namely the process of systematically searching, compiling, data obtained sourced from observation findings, interviews, field notes, and documentation by organizing category data, breaking it down into units, carrying out synthesis, organize them into patterns, choose what is important and will be studied, and make conclusions so that they are easy for yourself and others to understand [9]. The data analysis techniques applied in this research are: *Analysis Interactive* model from Miles and Huberman which divides the various steps in data analysis activities into several stages: data reduction, data presentation, conclusions and verification. This research applies triangulation data validity techniques, with triangulation techniques with research sources comparing interview findings obtained from each source or research informant as a comparison to check the veracity of the information obtained [10].

4. Result and Discussion

A. Implementation of Community Empowerment through Setigi Sekapuk Ujungpangkah Tourism Management. From the results of research in the field, researchers can state that the implementation of the community empowerment program through various stages is carried out by BUMDes Sekapuk by carrying out 4 stages, namely:

a. Awareness Stage

The awareness stage is carried out with tourism awareness outreach and outreach activities. This stage is also called the preparation stage. Initially, socialization activities were carried out in Sekapuk Hamlet through village deliberation forums, PKK, and youth organizations. Then the entire Sekapuk hamlet community received tourism awareness education. Socialization activities are carried out with the aims, objectives and benefits for the community when participating in Village management Sekapuk Tourism. Meanwhile, tourism awareness outreach activities aim to:

- 1) Provide an understanding of the benefits of tourism development,
- 2) Provide an understanding of the position and role of society in tourism development, 3) provide an understanding of tourism awareness and sampa charm,
- 3) Develop the ability to apply the Sampa Pesona components.

b. Officer recruitment level

Community empowerment in Stigi tourism has been going quite well, seen from the

employee recruitment system which only allows people from Sekapuk village to work in Stigi tourism, then BUMDes Sekapuk does not provide requirements regarding the level of education at which employees are placed according to their capacity and abilities of course it provides a lot of opportunities for especially young people who have difficulty finding work because they have a low level of education due to their family's economic background. Then there are also Setigi tourism employees who have physical disabilities which will make it very difficult to find work. With community empowerment in Setigi tourism, this provides quite a lot of opportunities for the people of Sekapuk village to be able to work and can reduce the unemployment rate in Sekapuk village.

c. Empowerment of MSMEs

The empowerment of MSMEs is carried out by BUMDes Sekapuk, where the empowerment of MSMEs involves many Sekapuk village communities. There are around 34 MSME stands at Setigi tourism which are handed over to 29 RTs in Sekapuk village and also from village institutions. Apart from that, there are also around 150 people employed at *home industry* the majority of whom are housewives. Of course, as housewives, we are very happy because of the empowerment of MSMEs in the field *home industry*. With this, mothers can help their husbands to earn extra money to meet daily household needs. With the empowerment of MSMEs, of course more people will be able to experience and of course further reduce unemployment in Sekapuk village.

d. Intellectual Ability Improvement Stage

It is hoped that the creation of the Setigi tourism itself will empower the Sekapuk village community. With this Setigi tourism, the Sekapuk village community can get jobs and help their family's economy. Next, the implementation of community empowerment is carried out through various stages, namely the first stage of awareness or preparation, with tourism awareness outreach and education to the entire community, the second stage of employee recruitment, the steps for implementing empowerment are carried out by collecting data on underprivileged people so they can get jobs. the third stage of empowerment

MSMEs can help mothers earn additional income by serving food or snacks at Setigi tourism. The fourth stage of increasing intellectual abilities is the stage where people experience increased skills and independence in economic, social and cultural aspects. At this stage, an evaluation of the various community empowerment programs that have been implemented and the results of community empowerment are carried out.

B. Forms of Community Empowerment Through Management of the Setigi Tourism Village as for several programs that have been implemented by BUMDes Sekapuk managers, they include:

a. Counseling to the Community

The overall implementation of this program, including targets, methods and processes, involves the participation of the Sekapuk Tourism Village management, the Sekapuk

hamlet community and local community leaders. This program aims to provide an understanding of the benefits of tourism development, providing an understanding of the position and role of society in tourism development. This extension program has expected results/program output including:

- 1) The community understands the benefits of tourism development for society, government, arts and culture.
- 2) The community understands the position and role of the community as actors in tourism development.
- 3) People can be helped in getting jobs

b. Tourism Village Management Training

The overall implementation of this program, including targets, methods and processes, involves participation from the community and community leaders in the target area, thereby encouraging and raising community awareness to be involved in management activities of the Sekapuk Tourism Village. This program aims to 1) provide learning residents with knowledge in managing an organization, 2) equip learning residents with *skill* organizational, 3) and fostering a leadership spirit. This organizational management training program has the expected results / *output* programs include:

- 1) Learners have a sense of responsibility towards their organization.
- 2) Learners have knowledge about managing an organization.
- 3) Learning residents know and are able to carry out promotions in the tourism sector.
- 4) Learning residents have a high sense of independence.
- 5) Learners have a leadership spirit.
- 6) Learners have knowledge about leading an organization.
- 7) Citizens learn to be able to collaborate between administrators
- 8) Learning residents have a sense of concern for both administrators and community members for the survival of the organization.

c. Catering Services Training

The overall implementation of this program, including targets, methods and processes, involves participation from the management of the Sekapuk Tourism Village, the surrounding community, women, especially mothers, and local community leaders. The aim of this food service training program is to build skills and creativity and it is hoped that these mothers can produce food products that can be sold at Setigi tourism.

d. Scout Training

The overall implementation of this program, including targets, methods and processes, involves participation from the management of the Sekapuk Tourism Village, the surrounding community and local community leaders. The aim of this training program is to instill knowledge and increase insight into procedures, procedures and rules for scouting in tourist areas. This training program has the expected results/ *output* including, tour guides who have dedication and a sense of responsibility for the management of natural conservation areas.

It is Training *Standart Operating Procedure*

The overall implementation of this program, including targets, methods and processes, involves participation from the community, both those who are members and directly involved in tourism activities and the surrounding community, as well as representatives of local community leaders. This program aims to equip people living in tourist village areas with the ability to position and position themselves to start activities in tourist areas, to maintain visitor comfort.

C. Results of Community Empowerment Through Management of The Sekapuk Tourism Village

The research results show that the results of community empowerment through the management of the Sekapuk Tourism Village are:

a. Tourist Catering Group

The tourist catering group consists of PKK women and from each RT in Sekapuk village who work as housewives. Recruitment was carried out by the Sambi Tourism Village manager and the Sekapuk hamlet PKK administrators. Recruitment of members is carried out in stages, namely:

1) Data Collection Stage

At this stage, mothers from each RT in Sekapuk village in the data of anyone who will be a member of the tourist catering. The conditions that must be met to become a member are housewives, have the will, have basic cooking skills, are willing to work in groups and comply with the established tourist catering procedures.

2) Grouping Stage

3) At this stage, prospective members who have passed the data collection stage will be formed into several groups, each group consisting of 3 to 5 people. Choose group members based on the location of nearby houses so that it is easy to coordinate work.

4) Level of Supply

The debriefing stage was followed by a group of tourism catering candidates which included empowerment activities, namely food service training and entrepreneurship training.

b. Guide Group

Tour guiding is a profession that is at the forefront of the tourism industry, where people go out to travel since then guides are needed. The most important function of a guide is to connect tourists with iconic destination centers and local cultural treasures. Apart from the guide's main task of guiding tourists, he is able to play a more strategic role in the progress of the tourism industry. The management of the Sekapuk Tourism Village realized the importance of the role of a tour guide by recruiting guides from among the youth of Sekapuk Hamlet. Before recruiting tour guides from Sekapuk Hamlet youth, the Sekapuk Tourism Village management held scouting and training for all Sekapuk Hamlet youth. The aim of this training program is to instill knowledge and increase insight into the procedures, procedures and rules for scouting in tourist areas. This training program has the expected results/*output* including, tour guides who have dedication and a sense of responsibility for the management of natural conservation

areas. Apart from scouting training, youth also receive training *standart operating procedure*, training *outbound* and occupational safety and health training.

5. Conclusion

1. Implementation of community empowerment through tourism management in the Sekapuk Ujungpangkah area. From the results of research in the field, researchers can state that the implementation of the community empowerment program through various stages is carried out by BUMDes Sekapuk by carrying out 4 stages, namely:
 - a. Awareness Stage
The awareness stage is carried out with tourism awareness outreach and outreach activities. This stage is also called the preparation stage. Initially, socialization activities were carried out in Sekapuk Hamlet through village deliberation forums, PKK, and youth organizations.
 - b. The employee recruitment phase for community empowerment in Setigi tourism has gone quite well, seen from the employee recruitment system which only allows people from Sekapuk village to work in Setigi tourism, then BUMDes Sekapuk does not provide requirements regarding the level of education at which employees are placed according to capacity. This ability certainly provides a lot of opportunities for especially young people who have difficulty finding work because they have a low level of education due to their family's economic background.
 - c. The MSME Empowerment Stage of MSME empowerment involves many Sekapuk village communities. There are around 34 MSME stands at Setigi tourism which are handed over to 29 RTs in Sekapuk village and also from village institutions. Apart from that, there are also around 150 people employed in the home industry, the majority of whom are housewives.
 - d. Intellectual ability enhancement stage
This stage is the stage where people experience increased skills and independence. At this stage, an evaluation of the various community empowerment programs that have been implemented and the results of community empowerment are carried out.
2. Forms of Community Empowerment Through Management of the Setigi Tourism Village as for some of the programs that have been implemented by BUMDes Sekapuk managers, they include:
 - a. Education to the community
The overall implementation of this program, including targets, methods and processes, involves the participation of the Sekapuk Tourism Village management, the Sekapuk hamlet community and local community leaders. This program aims to provide an understanding of the benefits of tourism development, providing an understanding of the position and role of society in tourism development. This program aims to provide knowledge to learning citizens in managing an

organization and equip citizens to learn with *skill* organization, and foster leadership spirit.

b. Catering Services Training

The aim of this food service training program is to build skills and creativity and it is hoped that these mothers can produce food products that can be sold at Setigi tourism.

c. Scouting Training

The aim of this training program is to instill knowledge and increase insight into procedures, procedures and rules for scouting in tourist areas. This training program has the expected results/outputs including, tour guides who have dedication and a sense of responsibility for the management of natural conservation areas.

d. Standard operating procedure training

This program aims to equip people living in tourist village areas with the ability to position and position themselves to start activities in tourist areas, to maintain visitor comfort.

3. Results of Community Empowerment Through Management of the Sekapuk Tourism Village.

The research results show that the results of community empowerment through managing the Sekapuk tourist village are:

a. Tourist catering group

The tourist catering group consists of PKK women and from each RT in Sekapuk village who work as housewives.

b. The guide group's main task is to guide tourists

They are able to play a more strategic role in the progress of the tourism industry. The management of the Sekapuk Tourism Village realized the importance of the role of a tour guide by recruiting guides from among the youth of Sekapuk Hamlet.

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