

The Application of Landscape Mapping Method in the Formulation of Business Plans for Business Units of Badan Usaha Milik Desa

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Abstract. The purpose of the establishment of BUMDes is to enhance the village's economy and empower the community in managing the economic potential of the village. This study aims to explore and develop the potential of the village as effectively as possible in order to improve the community's economy. This research method is conducted through qualitative descriptive analysis and interviews with the Village Head, BUMDes Director, Village Consultative Body (BPD), and village community figures in the Bengkalis sub-district. Based on the mapping results that consist of natural, economic, social and cultural, human, and technological aspects, it is known that the village government has not conducted proper mapping of the geographical aspects. Villages in the Bengkalis sub-district have significant potential due to their unique characteristics; therefore, in the effort to formulate a business plan, it must be adjusted to the potential, needs, and aspirations of the community itself.

Keywords: Geographical Mapping, Business Plan, Village potential, BUMDes

1 Introduction

The progress of district is determined by the ability of the Local Government. The Central Government delegates authority to the Local Government to manage their respective regions. According to Ferizaldi (2016), the authority of a region is divided into mandatory and optional authority. Mandatory affairs are those related to basic community services that must be provided by the local government, while optional affairs are those prioritized for the development of regional potential and uniqueness. This authority is further divided into provincial and regency/municipal authority. Widjaya (2004) states that regional development as an integral part of national development cannot be separated from the principle of autonomy.

Rural communities, as the forefront of development in rural areas, play a significant role in managing village potentials and initiating development in their respective areas. Communities are expected to be creative and innovative in managing village potentials, by being given a larger role in development. A Village is a legal community unit with defined territorial boundaries authorized to govern and manage local government affairs, as well as the interests of its local population, based on community initiative, ancestral rights, and/or traditional rights that are acknowledged and respected within the governance system of the Unitary State of the Republic of Indonesia (Law No. 6 of 2014). In terms of strengthening rural economies, the ability to manage all potentials within the village is highly anticipated. The presence of rural economic

organizations plays a crucial role in developing and enhancing economic competitiveness in villages.

Through Law Number 6 of 2014, one of the obligations of the village is to establish a Village-Owned Enterprise (BUMDes). The fundamental purpose of forming BUMDes is to empower and promote economic development at the village level in Indonesia. BUMDes are village-owned enterprises established with the goal of improving the socio-economic well-being of the local community. According to Suryanto (2021), the objectives of establishing BUMDes are (1) to improve services to the community (minimum service standards) in order to develop community businesses in the village; (2) to empower the village as an autonomous area in terms of productive efforts for poverty alleviation, unemployment, and increasing village revenue; (3) to enhance the self-reliance and capacity of the village and its community in promoting economic strength within the village.

The geographical landscape of a village holds numerous potentials that can be easily observed. According to KBBI (2011), a geographical landscape is a natural scenery or area with various forms of land or water surfaces. Types of geographical landscapes such as mountains, hills, seas, beaches, valleys, agricultural land, fishing areas, gardens, caves, residential areas, all depicted and assigned specific symbols for easy understanding. In the effort to develop and build a village, it begins by understanding the needs required by the village, identifying what these needs are. Identification is an activity of recognizing, determining the identity of a person, object, or other things, including identifying the potentials and issues within the village. This identification is conducted to recognize and record the existing potentials and issues in the village.

Through the theory of sustainable development and regional development, the perspective of the triple bottom line (TBL) theory needs to be considered in decision-making. According to Elkington, 1997:71 (as cited in Arslan and Kisacik, 2017), TBL is defined as the joint evaluation of economic, social, and environmental sustainability that forms the basis of sustainability and efficient resource utilization. The TBL approach suggests that decision-making criteria should also involve social and environmental factors rather than focusing solely on profit maximization. The performance of a company measured by considering the total contribution to economic welfare (profit), environmental quality (planet), and human capital (people) as foundations.

Bengkalis sub-district is one of the Local Government units within Bengkalis Regency. The Bengkalis sub-district comprises 3 Urban Villages and 28 rural villages. If Law No. 6 of 2014 mandates villages to establish BUMDes, there are at least 28 BUMDes within the Bengkalis sub-district. The current phenomenon sees many elements of the community and village apparatus questioning how to harness village potentials and make them more beneficial for development. Many programs are directed towards villages, yet few manage to make them productive. This is where the important role of the village as an aggregator lies, and the initial step that can be taken is by documenting various local knowledge.

2 Research Methods

Data analysis method in this research uses qualitative descriptive method that explains the steps of landscape mapping in determining village strategies for identifying village potentials to be developed in determining business plans within BUMDes. Arikunto (2013) explains that qualitative descriptive approach is a method of data processing by investigating the conditions or situations related to the research object that have been mentioned.

2.1 Research Subjects

The Village Heads, Village Consultative Body (BPD), BUMDes Director, and the community are the subjects of this research, used as informants or data sources needed by the researcher in the data processing process. To collect data, the researcher selected research samples from villages within the Bengkalis sub-district. There are 28 villages with active BUMDes within the Bengkalis sub-district.

2.2 Research Focus

This study focuses on the landscape mapping method consisting of 5 (five) mappings, namely mapping of the natural landscape, mapping of the social and cultural landscape, mapping of the economic landscape, mapping of the technological landscape, and mapping of the human landscape.

2.3 Data Collection Techniques

Data collection is done through observation, interviews, and documentation. In the observation phase, direct observations are made of the object being studied. The researcher observes and records information about the observed situation in the village as well as the issues faced in developing business units within BUMDes. To confirm the researcher's findings from the observations, the researcher conducts interviews with the Village Head, BPD, BUMDes Director, and the community to identify the needs in developing village potentials. Research documentation takes the form of references, systematic and structured notes of relevant information to ensure that the information can be accessed.

3 Result and Discussion

This research employs a landscape mapping model used to map the potentials possessed by villages for development through business units within BUMDes. The approach encompasses five variables of landscape mapping, namely natural landscape mapping, social and cultural landscape mapping, economic landscape mapping, technological landscape mapping, and human landscape mapping.

The researcher conducted observations by directly visiting villages within the Bengkalis sub-district. Based on the observation results, geographically, the villages within the Bengkalis sub-district are situated along the coastal areas, indicating they are located by the seaside. Only the villages of Wonosari, Pedekik, and Pematang Duku Timur are situated inland and do not have

coastal boundaries, whereas a total of 25 (twenty-five) villages are located along the coast. This reveals that the village potentials that can be developed through landscape mapping within the Bengkalis sub-district are in the coastal areas. Based on the questions posed to the research subjects during interviews with the Village Head, BPD, BUMDes Director, and community figures, the researcher formulated 20 questions grouped into the five landscape mapping indicators.

In the natural landscape mapping, the indicators of village tourism potential, raw material potential, and potential for clean water and air have not been adequately accommodated. The villages have not optimally explored village tourism potentials as they perceive everything within the village as ordinary and without commercial value. Although mangrove tourism has been undertaken, its utilization and management are not yet fully maximized. In terms of raw material potential, the villages have not shown evidence of mapping their raw materials. The agricultural and plantation results produced are not the village's main potentials but rather raw materials for personal daily needs, and they are not produced in substantial quantities. Mapping of clean water and air potential has also not been conducted. Clean water is not a village potential in the Bengkalis sub-district due to natural conditions and inadequate soil.

A visible aspect that can be observed is the economic cycle. The Bengkalis sub-district is situated in the center of the district's city. In this regard, the Bengkalis sub-district comprises 3 Urban Villages, indicating that pathways of education, economics, and trade are very close to the villages. This serves as one of the supports for optimizing the economy in banking, trade, hospitality, mini markets, and culinary sectors.

Economic landscape refers to the diversity of economic activities within an area. It encompasses economic sectors such as agriculture, industry, trade, services, tourism, and others. The combination of economic sectors can help reduce dependency on a single sector and enhance the economic resilience of the region. A village's specific characteristics can be designed according to regional economic policies, such as exclusive economic zones, 3T areas, coastal areas, etc.

Utilization of technology in exploring village potentials can be accomplished through creative ideas from the village community. However, this is not yet widespread within villages. Appropriate technology has not been realized effectively. Human mapping impacts the labor force. Skilled labor will affect the community's financial status. Therefore, every village resident is provided an opportunity to contribute according to their interests and talents, in which case, the village government assists in managing collaboration opportunities with third parties for conducting training and workshops to enhance the competencies of the village community.

In addition to the above landscape mapping, cultural mapping becomes important to be conducted. The interviews conducted by the researcher were with community figures who are knowledgeable about the history of a village. This is motivated by folk tales about specific places, traditional attire, musical instruments, weaving patterns, house structures, or art forms.

4 Conclusion

The results of identifying village potentials in the Bengkalis sub-district revealed that BUMDes has not yet conducted mapping of village potentials based on the criteria of landscape mapping, which consists of natural, social and cultural, economic, technological, and human aspects. Business development within the BUMDes business unit is carried out through mutual agreement between the BUMDes management, the village government, and the Village Consultative Body (BPD). This means that the Director and managers of BUMDes are empowered to develop business units in accordance with the agreed terms.

The village government, led by the Village Head, is a governmental position elected by the villagers for a term of 6 (six) years. During the village head election process, the candidate for village head presents their vision, mission, and work program for their tenure as village head. In its development, the Village Head, as the leader of the village government, in nurturing BUMDes does not conduct reviews and analyses of the business units within BUMDes. This is because the village head executes their leadership role according to the vision and mission presented during the village head candidacy. They continue pre-existing work programs and adjust them based on programs formulated during village development planning.

Human Resources within the village need attention to support village efforts in mapping their respective potentials. Adequate literacy is necessary for Village Apparatus, BUMDes Directors, BPD, and village communities in conducting the exploration and development of village potentials to support the formulation of business plans within BUMDes business units.

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