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Innovation Strategy in Increasing Village Economic Capacity Through BUMDes

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Abstract:
This research is about BUMDes. BUMDes is a form of implementation of the Village Law, which makes villages the spearhead of development. Utilizing village potential provides benefits and interests for the community to achieve the welfare of local residents. The initial potential is the development of BUMDes (Village-Owned Enterprises) which serve as a driver of the village economy. However, as time goes by, quite a few villages experience failure in running their businesses, this is due to the lack of human resource capacity in managing BUMDes. This Community Service (Abdimas) activity aims to find out BUMDes innovation strategies in utilizing regional economic potential with various types of potential as a form of improving the village economy and being able to contribute to the village's original income. The method used is the community empowerment method using the technique of providing knowledge through lectures, then discussions with Focus Group Discussions (FGD) to find the problems faced by the village. The results obtained from this activity are increased understanding of village finances and the strengths and weaknesses of BUMDes Sidomukti, Dendang District. So that BUMDes can be managed better in the future.

Keywords:
innovation strategy, village economy, BUMDes.

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INTRODUCTION

The village has a lot of potential which it is hoped can be achieved with optimal management by the community. Utilizing the village's potential can certainly provide benefits and importance for the welfare of the community (Malik, 2023). Steps related to the level of welfare of village communities are steps to build the village economy and develop village assets, which can be done by managing Village-Owned Enterprises (BUMDes) in a better direction to support community economic activities (Ratnawati et al., 2023). Based on Law PP no. 11 of 2021, Villages are given the authority to form Village-Owned Enterprises (BUMDes). This establishment should be adapted to the needs and existence of the village. Based on Article 1 of the Village Law/UU No.6/2014, Village-Owned Enterprises, hereinafter referred to as Village BUMs, are business entities whose capital is wholly or largely owned by the Village through direct participation originating from Village assets which are separated to manage assets and services. services, and other efforts for the

greatest welfare of the Village community. In this way, the existence of the village gets attention from the government with related policies.

Realizing the importance of the role of BUMDes in empowering community welfare, prospective BUMDes administrators are required to have organizational knowledge and high motivation in managing BUMDes and the community needs to be given continuous enlightenment about the role of BUMDes in empowering the economic welfare of the community in Sidomukti Village, Dendang District, East Tanjung Jabung Regency. The results of Village-Owned Enterprises (BUMDes) outreach activities can vary depending on the objectives, methods and effectiveness of the outreach.

The following are some of the results that may be achieved from BUMDes socialization activities; *first* Community Understanding; BUMDes socialization can help village communities understand the concept, goals, benefits and potential of BUMDes. This can increase their level of awareness about the importance of participating in local resource management. *Second*; Society participation; Effective outreach can encourage more village residents to get involved in BUMDes activities, either as members, administrators or customers. The community will be better prepared to contribute actively in the development and operations of BUMDes. *third*; Formation of New BUMDes Management; This BUMDes socialization succeeded in forming a new management in Kragilan village and discussing concepts and objectives for the next steps. Because economic development is one of the pillars of regional development in achieving a national scale, the role of government must be to explore, manage and also develop the community to achieve the potential of each region.

METHOD

In this research, the method used is the socialization method. This socialization method is carried out directly (face to face). The material presented was on the socialization of BUMDes innovation strategies. Efforts are being made so that the interest and desires of BUMDes Managers and Village Apparatus in Sidomukti Village in managing BUMDes can develop. Furthermore, the researcher also used the Focus Group Discussion (FGD) Method, and the Training Method and Mentoring Method in which BUMDes managers and village officials were used as the main actors in achieving the objectives of this training and mentoring activity. The training and mentoring stages are divided into 4 stages, including:

a. Preparation phase

This stage is the stage of formulating the problems faced by BUMDes, forming work teams and those responsible, activities and determining achievements in the form of:

- Survey and identify problems
- Preparation of a team work program with the involvement of BUMDes Managers and village officials

BumDes problems are known as follows:

- BUMDes has just been formed and does not yet have legal legality

- BUMDes already has a village budget but has not yet started operating because of difficulties in exploring village potential

b. Problem Solving Stage

After identifying the problem, the next step is to solve the problem, namely by carrying out training and mentoring for BUMDes Managers in the context of Optimizing Village Potential. The solutions offered based on this problem are:

- Increase interest and desire in managing BUMDes through socializing the importance of managing BUMDes and BUMDes as legal entities
- Village Potential Landscape Mapping to explore village potential

c. Implementation Stage

The program that has been established in the first stage is implemented at this stage, namely discussions or consultations, training and mentoring divided into 4 series of activities:

- Personally motivating and mapping village potential: providing personal motivational material to BUMDes Managers and Pungging village officials in managing BUMDes as well as exploring what potential exists in the village which was previously provided with BUMDes management material, mapping village potential and choosing the type of business and opportunities that exist in the market.
- Selecting the type of business: knowing the potential of the village, then determining the type of business (trade, service, manufacturing)
- Preparation of systems and procedures, team formation, work structure: preparation of the BUMDes business process system, organizational structure and division of work
- Monitoring and evaluation: work plans and monitoring are made, village businesses are formed.

d. Monitoring and Evaluation

Activity evaluation is carried out before, during and after the implementation of the activity. The expected results of this activity are increased interest and desire of BUMDes Managers and Village Apparatus in optimizing village potential, increased knowledge and ability of partners in exploring village potential and the establishment of village businesses that can improve the welfare of the community.

RESULTS AND DISCUSSION

It is hoped that this service activity for village communities can foster the interest and desire of BUMDes managers in maximizing BUMDes funds to explore the village's potential in improving the welfare of the community and becoming an independent village. Before implementing the community service activity program, the service team held initial discussions with the BUMdes Manager and Village Apparatus regarding the targets and objectives of this activity and discussed the needs of the village in relation to BUMDes. The aim is to create a common perception and commitment from BUMdes Managers and Village Officials in this activity. Providing facilities and assigning BUMdes managers to community service programs is a form of commitment from the Village Head. This program aims to improve residents' skills and knowledge in managing village-based economic businesses and encouraging economic growth through BumDes effectively and sustainably. Alhamdulillah, this activity went smoothly even though there were small problems in its implementation.

This community service activity is part of the Tridharma of Higher Education which must be carried out by every lecturer. This activity aims to help the community improve the welfare of the community and village to become an independent village in accordance with the Government's mandate.

a. Planning stage

Initial planning was carried out by collecting data on prospective BUMDes administrators which was carried out on Tuesday, July 25 2023. The planning stage was carried out by interviewing or observing village officials regarding the village's potential, future BUMDes development plans, and management of existing resources.

b. Implementation stage

This material is presented first regarding villages that have strong and deep-rooted community conditions. Where social capital in the form of diverse social ties and strong social solidarity possessed by village communities is an important support for government, development and community activities. This material discusses the problems/constraints faced by BUMDes Sidomukti, and tries to provide several alternative solutions, such as establishing cooperation with communities that have similar businesses, so that there is no competition. Hold accounting training for BUMDes managers so that BUMDes will be more accountable. This topic became quite a hot discussion during the socialization process.

The socialization activities ran smoothly and effectively as previously scheduled. This service has provided quite effective education for BUMDes administrators and Village officials so that in the future BUMDes Sidomukti can develop and contribute to improving the economy of the Village community. After participating in this activity, BUMDes administrators and village officials gained more insight into BUMDes financial management and reporting in the future.

CONCLUSION

This community service activity ran smoothly so that the objectives of this training could be achieved. In terms of implementation, participants were satisfied with the resource persons and the material provided. Apart from that, participants were satisfied with the training organization, such as the training location, committee, facilities and food served. This training obtained results in the form of understanding and insight regarding the revitalization of BUMDes after the 2021 PP, improving the skills of prospective BUMDes members in managing existing potential and business at the village level, the interest and desires of participants in managing BUMDes are increasing, this can be seen from the number and development questions asked in discussion forums. Participants were able to map the existing village potential. This can be seen by the emergence of plans for the formation of new businesses, namely village farms, village plantations using village land. The importance of training and assistance regarding the management of BUMDes and optimizing village potential so that they become independent villages, it is highly recommended that the continuity of this activity remains a priority so that the efforts and businesses formed can continue to develop.

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