

ASSISTANCE FOR THE PREPARATION OF THE PETUNGSEWU BUMDES REVIVAL STRATEGY

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Abstract

This service aims to assist BUMDes so they can find out village potential that can be developed. The mentoring method is carried out starting from the FGD to collect various inputs and evaluations on the BUMDes DAU. After that, a field survey was assisted by the Student PMM Team to find out the real condition of BUMDes. Finally, mentoring is carried out to solve all existing problems. The results of this service are several strategies that can be offered to improve the management of BUM Desa Petungsewu, including that BUM Desa needs to develop strategic partnerships in the form of BUMDes cooperation between villages or cooperation with the private sector. Therefore, the Matching Fund Program will be very helpful for the success of this strategy.

Keywords: BUMDes, Assistance, BUMDes Strategy, Matching Fund, Development of BUMDes.

INTRODUCTION

The village is currently no longer in the background position of Indonesia. Since its inception [1] the paradigm towards the village has become more developed with the concept of village governance policies nationally. This Village Law can raise the rights and sovereignty of the Village which has so far been seen as marginal. Even though it is precisely the existence of a Village that is essentially capable of forming the Unitary State of the Republic of Indonesia (NKRI). The main objective of the Village Law itself is that villages can contribute to Indonesia's mission of creating sovereignty, prosperity, and dignity.

The Ministry of Villages is committed to realizing the expectations of the Village Law through the establishment of Village Owned Enterprises (BUM Desa). BUM Desa is one of the strategies created by the government to develop Indonesia from the periphery through the development of village economic enterprises. The Village Law explains that BUM Desa is a business entity whose capital is wholly or substantially owned by the Village through direct participation originating from Village assets which are separated to manage assets, services, and others for the greatest possible welfare of the Village community. This certainly shows that BUM Desa is a village-scale local authority that can be carried out by the village as an effort to develop the economy and welfare of the village. The existence of BUM Desa can be elaborated with Village development and established by the Village as a form of Village economic

business movement.

Petungsewu Village is a village located in Dau District, Malang Regency. The naming of Petungsewu Village stems from the condition of the village which was once a dense forest dominated by petung bamboo, a type of bamboo that is large and belongs to the grass tribe. Petungsewu Village itself is a strategic area with various potentials including forestry, plantations, agriculture, and tourism so there is a lot of economic potential that can be developed in Petungsewu Village.

The superior product in this village is orange plantations. Currently, Petungsewu Village is very well known for its orange plantations. Currently, many of the oranges produced are sold directly to consumers, as well as to collectors both locally and outside the region (or outside Java). In addition, the results of the orange plantations in Petungsewu Village provide citrus picking tours as a potential development of existing superior products.

The economic potential owned by Petungsewu Village for superior products is currently relatively large. However, BUM Desa as the driving force for this economic potential is currently not running properly. The BUM Desa in Petungsewu Village has been around for about two years. The governance management of BUM Desa has not been able to handle the business units that currently exist in Petungsewu Village. Petungsewu Village BUM currently only handles rest area business units. Meanwhile, there are quite several business units in Petungsewu Village, and in the end, they run on their own because the BUM Desa has not been able to manage them properly. Several business units that exist and have the potential to be developed include waste management, clean water management, and advanced management of superior products (oranges).

Problems with managing village governance itself are also caused by the lack of knowledge of existing Human Resources (HR). This of course results in BUMDes not being able to run and develop as they should. Even though they have participated in socialization activities related to the establishment of BUM Desa, in reality, HR still has difficulties in carrying out its implementation so special assistance is needed for HR in understanding and also implementing the governance of BUMDesa.

The partner (in this case the head of Petungsewu Village) stated that this problem was the main problem that the village had not been able to solve. Thus, partners hope to be able to immediately mobilize the existing BUM Desa so that it can run as it should, namely carrying out an economic movement for the economic business of Petungsewu Village.

Based on the analysis of the situation and problems expressed by partners, two things are the main problems of partners. The first is the management of BUM Desa management which has not gone well. Second, because the BUM Desa governance management has not been able to run properly, the BUM Desa has not been able to manage the business units that already exist in the Petungsewu Village. While the existing business units have great economic potential to be developed.

Therefore, the service team proposed a solution to the problem by revitalizing village governance management. BUM Desa has an important role in the pillars of the Village economy. [2] states that the Village can not only build the potential of the Village to grow economic power and high selling power but can also become a strength for the Village to improve the welfare of the Village community based on the variety of Village potentials. Seeing the very important role of BUM Desa, the Revitalization of the governance management of

BUM Desa Petungsewu is a solution that can be offered. Revitalization according to the Big Indonesian Dictionary is a process, method, or act of reviving or reviving. With the Revitalization process for the management of BUM Desa Petungsewu, it is hoped that it can revive BUM Desa activities so that they can drive economic businesses in Petungsewu Village, Dau District, Malang Regency. More specifically, by revitalizing the governance management of the Petungsewu Village BUM, it is hoped that business units that are already in the village and have not been able to connect well with the Petungsewu Village BUM can be managed properly.

IMPLEMENTATION METHOD

The method of implementing the service is an illustration of the efforts made in solving problems or providing solutions to partner problems. In this activity, several methods are used to solve partner problems including the following:

1. Focus Group Discussion (FGD)

This method is carried out as an effort to discuss together both the evaluation of the existing organizational structure and the evaluation of the governance of BUM Desa. FGDs are conducted so that communication is established in two directions so that problems can be identified clearly. Not only that, it is hoped that the solutions to the problems that will be provided will be by the needs and conditions in the field and not based on the perspective of the service team alone. Thus, the target of problem-solving will be more on target.

2. Field Survey

The field survey is an additional method used to collect data so that problem identification can also be carried out more broadly, not only limited to the BUM Desa core board. Thus, the evaluation of the problem can also be more thorough.

3. Assistance

The mentoring method for this activity is limited to the management of the Petungsewu Village BUM in particular, in creating a Village BUM management strategy. This is done bearing in mind that the competence of human resources with relatively low educational backgrounds is also an obstacle so the service team seeks to assist in developing strategies for the development of existing business units at BUM Desa.

RESULTS AND DISCUSSION

This community service activity is carried out to solve problems that exist with partners, namely related to the management of BUM Desa in Petungsewu Village, Dau District, Malang Regency. Based on the analysis of the problems that were carried out at the beginning, the service team carried out the service through several stages as described below.

The first stage carried out is the organizational restructuring stage in the BUM Desa. At this stage, before restructuring, the service team conducted an initial survey to identify problems in the structure of the Petungsewu Village BUM. Problem identification activities were carried out through Focus Group Discussions (FGD) with Petungsewu Village government officials, Village BUM Managers, and the communities involved. The FGD activity was carried out on

August 15, 2022. The results of the FGD activity can be concluded that the organization for the establishment of a Village-Owned Enterprise is by Permendesa No.4 of 2015 concerning Establishment, Administration and Management, and Dissolution of Village-Owned Enterprises. From the results of the evaluation, the problem occurs in the lack of motivation of the management in managing BUM Desa, especially operational executors. Therefore, when the FGD took place, the service team also motivated the manager by inviting Prof. Ihyaul Ulum, M.Sc., Ak., CA who has expertise in Public Sector Accounting.



Figure 1. FGD with BUM Board of Petungsewu Village, Kec. Dau, Kab. Poor

In addition to conducting FDGs, at this early stage, the service team together with the PMM Partner Lecturer team also conducted direct field surveys by visiting communities directly involved with BUM Desa activities and also BUM Desa administrators who were unable to attend the FGD activities. This is done so that the exploration of organizational and governance issues can be obtained as a whole.

The second stage in this activity is to evaluate and improve the management and governance of BUM Desa. Before making improvements, the service team first evaluated both the capital management section and the BUM Desa management strategy that had been carried out so far (interview results). The results of the evaluation show that there is a lack of capital turnover at BUM Desa because the business units that are part of the BUM Desa are experiencing "sluggishness". The lack of existing income makes the motivation to develop a business recede. This is also due to the relatively inadequate ability of Human Resources (HR) in managing the business. So that the human resources in BUM Desa managers need to be given material reinforcement, especially motivation in doing business and business strategies that can be carried out. On this occasion, the service team attempted to build HR motivation by planning innovations in sales strategies, one of which was by setting up a kiosk and taking over several businesses that could be managed directly by BUM Desa management to be more focused.



Figure 2. Field Survey of Village BUM Governance Evaluation

Several strategies that can be offered to improve the management of BUM Desa Petungsewu include the BUMDes needing to develop strategic partnerships in the form of BUMDes cooperation between villages or cooperation with the private sector. This needs to be done considering the potential of natural products such as citrus plants, also produced by Selorejo Village which is adjacent to Petungsewu Village. With the potential for similar natural products, if cooperation is carried out, it can create a wider and larger business ecosystem. In addition, to keep abreast of existing market developments, the Petungsewu Village BUM also needs to carry out business diversification that is oriented towards financial business and joint ventures.

Service activities that have been carried out as a whole can be carried out smoothly and according to the desired target. However, several obstacles occurred during the activity, including several BUMDes administrators who were unable to attend the FGD because it coincided with working hours as farmers. However, the service team made an appointment according to the agreed time to survey the problem identification process. In addition, further activities are needed to improve HR competencies, especially in motivation and strengthening capabilities in the business sector both for BUM Desa administrators and the community involved as business units within BUM Desa Petungsewu.

CONCLUSION

This service aims to assist BUMDes so they can find out village potential that can be developed. The results of this service are several strategies that can be offered to improve the governance of BUMDes Petungsewu, including the BUMDes need to develop strategic partnerships in the form of BUMDes cooperation between villages or cooperation with the private sector. Therefore, the Matching Fund Program will be very helpful for the success of this strategy. There are several obstacles, namely the BUMDes which is difficult to gather in one forum because of busyness and activities such as farming and managing the BUMDes. Suggestions for further dedication are to carry out community service together with activities in the village so that all administrators can attend.

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