

# **THE PROSPECTS OF VILLAGE OWNED ENTERPRISES DEVELOPMENT IN GIRISA VILLAGE, PAGUYAMAN DISTRICT BOALEMO REGENCY**

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## **ABSTRACT**

The objectives of this research are (1) to find out the prospect of Village Owned Enterprises development (BUMDes) in Girisa Village, Paguyaman District, Boalemo Regency. (2) To determine the supporting and inhibiting factors of Village Owned Enterprises development (BUMDes) in Girisa Village, Paguyaman District, Boalemo Regency. (3) To find out the efforts made to overcome obstacles of Village Owned Enterprises development (BUMDes) in Girisa Village, Paguyaman District, Boalemo Regency.

The research method used descriptive research with a qualitative approach. The data analysis technique used SWOT analysis. SWOT analysis is used to analyze prospects of Village Owned Enterprises development in Girisa Village, Paguyaman District, Boalemo Regency.

The research results showed that (1) The prospect of Village Owned Enterprises development (BUMDes) in Girisa Village, Paguyaman District, Boalemo Regency which is considered not running optimally because gradually in the short-, medium- and long-term prospects have not been fulfilled. (2) The supporting factor for good cooperation between the Village Government and the high interest and interest of the community, while the inhibiting factor is the lack of BUMDes budget. Lack of competent BUMDes managers. The existence of a similar business where the presence of other parties from outside makes a business. Lack of promotion of BUMDes to the community and managers who do not have an entrepreneurial spirit. (3) Efforts made to overcome obstacles have minimal planning both short term and long term. There needs to be organizing so that a good organization can help BUMDes *Bangkit Bersama* be able to run well. Have good controlling (supervision). And have actuating (implementation), which is able to run well.

**Keywords: Prospects, Development and BUMDes**

## **INTRODUCTION**

Implementation activities and national development processes are one of the important goals in helping to improve the welfare of people, where it is the state's obligation to overcome the problem of poverty that has been felt by people. Overcoming poverty is indeed a big job in the

implementation of development and because it is part of the objectives of implementation national development process down to the village.

In the implementation of improving the existing economy to carry out good management in the village effectively in the village so it has an impact on the implementation

of providing assistance where the government decides independence and creativity to build the village economy.

Girisa Village is a village in Paguyaman District. The community in Girisa village are dominated by *anrajang* fishermen, namely fishing communities who will go down from time to time to look for fish and catch fish properly when there are fish and the down season. Previously, the community in Girisa Village is only dominated by farmers.

Fishing activities could change fishermen's conditions in increasing income, education, daily costs and housing conditions. It could even change the order of fishermen's life in Girisa Village. Even the lifestyle of the Girisa village community was an *agrarian* society into a fishermen community. Seeing the condition of the community, especially in economy aspect in Girisa Village, which is still on average below the price for community needs because of limited road access to Girisa Village. From 150 heads of families, it turns out that there were still some people whose livelihood was fishermen, so that they could maximize fishermen, so many fishermen in Girisa Village really help traditional fishermen in catching limited fish so that the catch was small. You could even see the current conditions where the average life insurance for households was not clear. In fact, out of 150 families, the number of families was dominated by fishermen, as many as 195 families, and even become part of the limited guarantee that has made it difficult.

**Table 1.1.** BUMDes Business Unit *Bangkit Bersama*

No	Business unit
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1	Drinking Water/HIPPAM
2	<i>Laku Pandai</i> or Financial Services Management
3	Tourism and Education
4	Fishery
5	Agriculture

(Source: *Profile Desa 2017*)

Based on the several business units owned by BUMDes, it turns out that there were still many businesses that were not running from the previous few years. The problem until the business did not run was due to several things that the mutual understanding between BUMDes *Bangkit Bersama* with the Village Government and the community had not worked. This condition was caused by the position of official village as executor of tasks and those who took place were related to administration. It was not easy for the Girisa Village Government to find someone who was capable of running BUMDes management. In carrying out the development of BUMDes *Bangkit Bersama* in Girisa Village, it was necessary to have an application or prospect that will be carried out in developing and implementing strategies carried out with several effective business strategies in developing BUMDes by looking at the synergy between BUMDes and the Girisa Village Government by maximizing good business strategies. Thus, the Girisa Village Government could develop BUMDes.

This condition was caused, because nothing was in accordance with the clear operational standards in the *Bangkit Bersama* BUMDes.

In this case, developing the existing Business Fields in BUMDes *Bangkit Bersama* was very necessary to do by supporting the type of business according to the needs of

existing resources in Girisa Village and increasing the ability of factors in encouraging the development of Village-Owned Enterprises or BUMDes Girisa through correcting deficiencies in the development of BUMDes *Bangkit Bersama*. lack of financial capital in supporting the BUMDes of Girisa Village, in fact there was often an imbalance in both income and expenditure every year by looking at the condition of small business capital.

### **Management**

[1] The management process as one in achieving goals by cooperating between individuals and other resources. Even [2] Management as a part that regulates and even utilizes other resource activities efficiently and effectively in obtaining organizational goals.

### **BUMDes**

BUMDes or Village-Owned Enterprises are institutions that are run directly by the government and even the community to achieve development goals. BUMDes to be implemented based on Law Number 6 of 2014 and Government Regulation Number 6 of 2014 concerning Village Funds where the source of funds comes from the APBN and Permendesa (*Village Minister Regulations*) Number 4 of 2015 concerning the establishment, supervision, management and dissolution of BUMDes where the business is carried out in accordance with capital that comes from direct capital participation and the potential for village wealth that cannot be separated in achieving asset, service and economic governance in rural communities.

### **SWOT analysis**

[3] SWOT analysis is part of strategic planning used in evaluating strengths, weaknesses, opportunities and threats in helping to achieve business speculation. These four factors form the acronym SWOT (Strengths and Weaknesses, Opportunities and Threats). This includes defining clear objectives of the business and speculative projects and identifying internal and external factors that support and did not contribute to the achievement of organizational goals.

### **Prospect**

The prospect of business development is a part that encourages entrepreneurs and entrepreneurs to manage well and requires foresight, encouragement and creativity in encouraging and obtaining support for business growth in terms of aspects carried out by looking at production, processing, marketing, human resources and others. [4]

A prospect is an individual, group, or organization that a marketer views as potential and wants to engage in a business exchange. In short, the connotation of a lead is a potential buyer who has a desire for a particular product or service. [5]

### **RESEARCH METHODS**

Qualitative approach with the type of descriptive research through a qualitative approach. This research was carried out at BUMDes *Bangkit Bersama*, Paguyaman District, Boalemo Regency. This research used qualitative data. The data sources in the research on the prospect of developing BUMDes in Girisa Village, Paguyaman District,

Boalemo Regency were primary data and secondary data. Data collection methods used in the form of observation, in-depth interviews and documentation. [6] The method used in this research was SWOT analysis method.

## **RESULT**

### **The Strength of Village Owned Enterprises Development in Girisa Village**

Strength of Village Owned Enterprises development in Girisa Village in assisting the Girisa Village Government. In carrying out the prospect of Village Owned Enterprise development, it was necessary to take several appropriate steps.

Based on findings, it turned out that there were only 2 strengths that exist in the development of BUMDes *Bangkit Bersama* in Girisa Village in the straw business, there was good cooperation between the Village Government, the community and BUMDes managers. Then the BUMDes business in tent rental services was still high in public interest and in using and borrowing tents and chairs at *Bangkit Bersama*.

BUMDes

### **Weaknesses of Prospects Girisa Village Owned Enterprises Development**

Beside strengths, there were certain weaknesses that exist in the prospect of developing the Girisa Village Owned Enterprise. The emergence of this weakness was caused because the ability of *Bangkit Bersama* BUMDes was considered not to have fully anticipated the

existing weaknesses, so it was necessary to take appropriate steps in some of the existing weaknesses based on interviews with several informants.

It turned out that the weakness of *Bangkit Bersama* BUMDes so far was the lack of budget for BUMDes where BUMDes were unable to maintain their business as long as possible due to a small budget. In addition, there was a lack of competent BUMDes managers so far. Which was due to frequent changes in BUMDes managers, making *Bangkit Bersama* BUMDes unable and having managers. Stakeholders or external parties from outside the BUMDes who did not exist make the BUMDes unable to be known outside the *Saritani* Village.

### **Opportunities of Village Owned Enterprises Development in Girisa Village**

In terms of strengths and weaknesses, there were several opportunities that BUMDes could even took advantage of in maximizing existing businesses. It was proven that *Bangkit Bersama* BUMDes has been running for several years.

Talking about opportunities is very helpful in developing the BUMDes *Bangkit Bersama* business. It turned out that this condition has been felt directly by the community. As previously explained, it turns out that there are several opportunities such as increasing the village economy, the existence of village assets that can be utilized for BUMDes, the availability of Village Funds that can be used to increase the budget, the existence of community needs that can be provided through BUMDes and BUMDes assistance

was available for competent development and BUMDes business. **Challenges in the Prospects of Girisa Village-Owned Enterprises Development**

In addition, there were several challenges in developing the Girisa Village Owned Enterprise, Boalemo Regency. The challenge was not because *Bangkit Bersama* BUMDes was not going well.

It showed that there were several challenges or threats that could disrupt the development of BUMDes so far, one of which was the existence of similar businesses provided by other parties, the lack of promotion of BUMDes to the community and even BUMDes managers who did not have a business spirit.

Based on the calculations in the IFAS and EFAS tables, BUMDes *Bangkit Bersama* in Girisa Village could formulate and formulated strategies by using the SWOT matrix [7]. This SWOT matrix is one form of obtaining alternative strategies by combining factors, namely the SO (Strenght-Opportunty) strategy, the WO (Weakness–Opportunity) strategy, the ST (Strenght–Threat) strategy and the WT (Weakness–Threat) strategy.

**Table 4.2.** IFAS Analysis

Internal Strategic Factors Strength	Weight	Rating	Score
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1. Cooperation with BUMDes partners	1,00	4	4
2. Public interest is still high in using and using BUMDes business.	1,00	3	3
	2,0		7
<b>Weakness</b>			
1. Lack of BUMDes budget	1,0	4	4
2. Lack of competent BUMDes managers.	1,0	4	4
	2,0		8

Data Source: 2021 Data Processing

## Results

**Table 4.3.** EFAS Matrix Analysis

External Strategic Factors	Weight	Rating	Score
<b>Opportunity</b>			
1. Can improve the village economy	0,9	3	2,7
2. There are village assets that can be used for BUMDes	0,7	2	1,4
3. Availability of Village Funds that can be used to increase the budget	1,0	4	4
4. There are community needs that can be provided through BUMDes	1,0	3	3
5. BUMDes assistance is available for competent development and BUMDes business.	0,6	2	1,2
	4,2		12,3
<b>Threat</b>			
1. There is a similar business provided by the private sector	1,0	4	4
2. Managers who do not have an entrepreneurial spirit	1,0	4	4

3. Lack of promotion of BUMDes to the community	1,0	4	4
	3,0		12

Source: 2021 data processing

**Table 4. SWOT Matrix**

IFAS	Strengths	Weaknesses
	<ul style="list-style-type: none"> <li>• Good cooperation between Village Government</li> <li>• The public's interest and interest is still high</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of BUMDes budget</li> <li>• Lack of competence of BUMDes managers</li> </ul>
EFAS	SO	WO
Opportunities	<ul style="list-style-type: none"> <li>• Strengthening cooperation with partners in improving the village economy.</li> <li>• Managing village assets in increasing community interest.</li> <li>• Improve mentoring through collaboration with BUMDes partners.</li> <li>• Consistent in providing community needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Utilizing assets in pushing the BUMDes budget.</li> <li>• Assistance for BUMDes managers.</li> <li>• Improved BUMDes management in improving the village economy.</li> </ul>
Threats	ST	WT
<ul style="list-style-type: none"> <li>• There is a similar business</li> <li>• Lack of promotion of BUMDes to</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborating with BUMDes partners in the same business</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct training and education for BUMDes managers in improving</li> </ul>

the community	competition	BUMDes businesses.
<ul style="list-style-type: none"> <li>• Managers who do not have an entrepreneurial spirit</li> </ul>	<ul style="list-style-type: none"> <li>• Increase promotion in attracting public interest.</li> <li>• Increase cooperation in improving the competence of BUMDes managers.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborating in boosting business and budgets.</li> </ul>

Data source: Data Processing, 2021

## DISCUSSION

### Prospects of Village Owned Enterprises (BUMDes) Development in Girisa Village, Paguyaman District, Boalemo Regency

BUMDes *Bangkit Bersama* had a goal in helping the Girisa Village Government in improving the Girisa village economy. This step was one form of assisting the economic development of the village. The prospect of developing a Girisa Village Owned Enterprise was where researchers find several strengths of BUMDes in Girisa Village that can shape and anticipate emerging threats and maximize existing BUMDes business opportunities.

As the results of previous research discussed, the intended step was to maximize the strategy on SO (Strengths-Opportunities) and anticipate threats with the ST strategy (Strength-Threat). Seeing such conditions, it is necessary to have a strategy of cooperation with suppliers in improving the village economy, considering that the economy in Girisa Village was very large in agriculture and fishing. by collaborating with suppliers in

BUMDes *Bangkit Bersama*. In addition, another strategy was to optimize the market in improving village welfare, the market opportunity in Girisa Village was very large because it was located between two regencies, namely Boalemo Regency and Gorontalo Regency. The closeness between the two districts was very capable of maximizing the existing market in each district or village that borders each other.

#### **Supporting and Inhibiting Factors in the Development of Village Owned Enterprises (BUMDes) in Girisa Village, Paguyaman District, Boalemo Regency**

In running the BUMDes *Bangkit Bersama* business, there will definitely be some obstacles or supporters who were very helpful in running the business. There are several factors that support and hinder the development of BUMDes in Girisa Village. As described in the SWOT analysis of the results of previous research. The supporting factors could be described in terms of several strengths and opportunities that have been analyzed previously.

Supporting factors in developing BUMDes *Bangkit Bersama* in Girisa Village. Good cooperation between the Village Government. So far, BUMDes had always held or prepared capital sourced from the Village Fund in helping BUMDes get up together. There was still high interest and public interest, such as the tent and chair business, only the inconsistent BUMDes management makes the business did not run well.

The inhibiting factors for the prospect of developing BUMDes in Girisa Village were described by

looking at the weaknesses and challenges obtained in the previous SWOT analysis. the lack of a BUMDes budget, so far BUMDes had only relied on the Village Fund, making BUMDes not maximized in obtaining higher income. The incompetence of BUMDes managers was due to the managers not being able to last long in running BUMDes. The existence of a similar business where the presence of other parties from outside made the BUMDes business did not run optimally due to a lot of business coming from outside. The lack of promotion of BUMDes to the community is proven by the fact that there were still Girisa Village people who did not know about the business being carried out. Managers who did not have an entrepreneurial spirit were evident from several businesses that are no longer running until now.

#### **Efforts Made in Overcoming Barriers to the Village Owned Enterprises Development in Girisa Village, Paguyaman District, Boalemo Regency**

Seeing the existing conditions, BUMDes *Bangkit Bersama* in Girisa Village, Paguyaman District needs to make various efforts with appropriate steps in anticipating or overcoming obstacles in the development of Village owned enterprises in Girisa Village. As the results of the analysis showed that, the toughest obstacle or threat was in the improvised room facilities where the absence of a permanent office for BUMDes *Bangkit Bersama* made BUMDes unable to run properly. So, the right step or strategy was to collaborate with the private sector in improving the existing facilities at the BUMDes

*Bnagkit Bersama* in Girisa Village.

The toughest obstacle lies in the poor management of BUMDes. Basically, BUMDes *Bangkit Bersama* must have a good BUMDes management function, at least planning for both the short and long term. [8] Then the need for organizing this step becomes very big considering that with a good organization it would help BUMDes *Bangkit Bersama* be able to run well. Then must have control (supervision) because without supervision, the BUMDes management would not run well. Then there was a need for actuating (implementation), because with a structured implementation, BUMDes will be able to run well. Efforts are being made to collaborate with BUMDes partners in the same business competition, to increase promotions in attracting public interest. Increase cooperation in improving the competence of BUMDes managers. Conduct training and education for BUMDes managers in improving BUMDes businesses and establish cooperation in boosting business and budgets.

#### **CONCLUSION**

Based on the results of research and discussion, it could be concluded as follows:

1. The prospect of developing BUMDes (Village Owned Enterprises) in Girisa Village, Paguyaman District, Boalemo Regency which is considered not to be running in full because gradually, especially the short-, medium- and long-term prospects have not been fulfilled.
2. The supporting factor for good cooperation between the Village Government was the high interest

and community interest, while the inhibiting factor was the lack of BUMDes budget, so far BUMDes has only relied on Village Funds, making BUMDes not maximized in obtaining higher income. The incompetence of BUMDes managers was due to the managers not being able to last long in running BUMDes. The existence of a similar business where the presence of other parties from outside makes the BUMDes business did not run optimally due to a lot of business coming from outside. The lack of promotion of BUMDes to the community was proven by the fact that there are still Girisa Village people who did not know about the business being carried out. Managers who do not have an entrepreneurial spirit

3. Efforts could be made in overcoming the problem of obstacles with a minimum of planning (planning) as well as short and long term. There needs to be organizing so that a good organization can help BUMDes *Bangkit Bersama* be able to run well. Have good controlling (supervision). And have actuating (implementation), which was able to run well.

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