

Improving Economic Development Through The Establishment Of Village-Business Enterprises

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Abstract-This research was conducted with qualitative methods that adopted Community Based Research (CBR). By taking a research location in Pejarakan Village, Buleleng Regency, which is one of the villages with a good management of Village Owned Enterprises and has a lot of synergy entrepreneurial communities. The research was carried out to find out the existence of village entrepreneurial communities that were the drivers of the economy by synergizing with BUMDesa in realizing village economic prosperity and increasing village income. The results of this study are that the use of Gerbangsadu Mandara funds from the Government has been well allocated for village economic development, therefore Village-Owned Enterprises collaborate with the entrepreneurial community to develop community potential with the aim of improving community welfare and proving that Village-Owned Enterprises villages are able to improve the economy of the community through the development of productive economies. all villages are expected to be able to provide a great opportunity for businesses in the village to interact with the village government in forming BUMDesa.

Keywords: Village-Owned Enterprises, entrepreneurial community, and village economy

Introduction

Village Owned Enterprises (BUMDesa) are built under Act No. 6 of 2014 on Villages stating that villages can establish Village Owned Enterprises, this supports the statement in article 213 (paragraph 1-3) of Law Number 32 of 2004 on Government Area. Village community initiatives based on cooperative, participatory, and emancipatory principles whose management should be carried out in a professional and self-reliant manner. BUMDesa is a form of village institution that has activities to run an economic or business to obtain useful benefits for the welfare of the village community. The village setting up BUMDesa is not solely for economic gain or profit but includes social benefits and other non-economic benefits. The economic benefits derived from BUMDesa's business activities are profited or profit financially, the first income of the village increases, the opening of new jobs for the village community and the economic activities of the village more dynamic.

Other social and non-economic benefits of BUMDesa, among others, are expected to strengthen the sense of togetherness among villagers, strengthen mutual cooperation, foster pride of the people towards their villages, accommodate the entrepreneurial community in the village and also encourage the growth of initiatives and movements with residents to develop villages independent. One of the benefits gained from establishing BUMDesa is accommodating the existing entrepreneurial communities in the village as the main attraction for young entrepreneurs who are committed to developing the village economy and care about their village. In Bali, especially in several villages in Buleleng Regency there are many BUMDesa that have been operating, even have a significant impact on the development of entrepreneurship in the village and become a magnet for other entrepreneurial communities to develop various types of businesses in the village in the form of product or service products. This was a positive trigger for other community members to compete in forming BUMDesa based on the needs and potential of the local village community.

The manifestation of the government's role in improving the village economy in Bali with the program of the Mandara Integrated Village Development Movement (Gerbangsadu mandara) from the Bali Provincial Government has also encouraged the growing interest in entrepreneurship from rural communities. One example of the Gerbangsadu beneficiary village is Babakan Village, Gianyar Regency. Village-Owned Enterprises (BUMDesa) have succeeded in developing the creativity of their communities with the creation of locally owned products, such as keben, bamboo and clay and other handicrafts. Likewise in villages in Buleleng Regency that have a lot of potential in the development of BUMDesa as an entrepreneurial forum in the village. Like the one in Pejarakan Village, Buleleng Regency, BUMDesa in the form of cooperatives and mini markets accommodates entrepreneurs in the field of handicrafts and culinary such as ingke crafts, as well as traditional ceremonial equipment in Bali. Another example in Buleleng Regency Penyabangan Village is BUMDesa in the field of shops and photocopies, this business is used by entrepreneurs in the village to develop their businesses by utilizing village-owned shops.

From some examples of BUMDes that synergize with entrepreneurs in the village can be seen the contribution of business in the village for the economic improvement of the village community is very effective because the village in this case through BUMDesa able to accommodate the creativity of the community through entrepreneurship, for positive benefits felt by entrepreneurs in the village who had been his work less appreciated and less known, with this BUMDesa more can be explored and known by the wider public. This research was conducted in one of the existing BUMDesa in Pejarakan Village, Gerokgak Subdistrict, Buleleng Regency. BUMDesa manages the Productive Economic Enterprises from Gitar Sadu Mandara funds amounting to Rp 800,000,000, - to improve the economy of small communities and open the new workspace and is expected to alleviate poverty and rural community prosperity. Gerbang Sadu Mandara is a program given by the Governor of Bali in 2012 to the villages in Bali that the number of Household Poor (RTS) / poverty is more 35% of the number of family head (KK) in the village.

BUMDesa is realized to strengthen the village economy to increase the original income of the village. The problem that has been happening is that many BUMDesa is not running and even went bankrupt, so it needs to be studied that the potential of the rural community should be empowered to be able to sustain the village economy. This research tries to understand the things that become the purpose of the establishment of BUMDesa, entrepreneurial synergy with BUMDesa and the use of village fund (Gerbangsadu Mandara fund) to improve the village economy, to realize the welfare of the community and village independence in Pejarakan Village Buleleng Regency.

Literature Review

Village Entrepreneurship Community

Village Entrepreneurship is intended to invite and foster the spirit of youth and rural communities to develop potential in their area (local potential) with entrepreneurship. By definition it is stated that the entrepreneurial community is a group of people / individuals or groups who share the same commitment with the aim of opening a business to improve economic prosperity. The entrepreneurial community in the village is very significant needed by the village in order to increase the village's original income by developing and exploring village potential from various types of businesses.

The entrepreneurial community in the village has seen more steps when synergizing with the village and helping the village in determining the type of business established in the village. This community is one of the economic institutions in the village, while the village apparatus or village government highly appreciates the entrepreneurial community formed in his village in the form of the establishment of BUMDesa, an exhibition of village business results or other economic improvement strategies.

Village Entrepreneurial Community

Village Entrepreneurship is intended to invite and foster the spirit of youth and society in the countryside to develop the potential in the region (local potential) with entrepreneurship. By definition stated that the entrepreneurial community is a group of people/individuals or groups who have the same commitment with the aim of opening a business to improve economic welfare. The entrepreneurial community in the village is very significant needed by the village to increase the original income of the village by developing and exploring the village potential from various business types.

The entrepreneurial community in the village is more visible when synergizing with villages and assisting villages in determining the type of business established in the village. This community became one of the economic containers in the village, while the village apparatus or village administration greatly appreciated the entrepreneurial community formed in the village in the form of establishment of BUMDesa, the exhibition of village business or another economic improvement strategy.

Village-Owned Enterprises (BUMDesa)

Village-Owned Enterprises, abbreviated as BUMDesa, are village business institutions managed by the community and village government in an effort to strengthen the village economy and are formed based on community needs and village potential (Hartowiryono and Suharyanto, 2014). BUMDesa is a form of village institution that has activities to run an economic or business enterprise to obtain useful benefits for the welfare of rural communities.

According to Village Minister Regulation No. 4 of 2015 Article 1 states that business entities whose entire or part of their capital is owned by the Village through direct participation derived from village assets are separated to manage assets, services and other businesses for the greatest welfare of the village community. BUMDesa is basically a form of consolidation or strengthening of village economic institutions and is an instrument for utilizing the local economy with various types of potential, which aims to improve the economic well-being of rural communities through the development of their economic enterprises, and contribute to village income that enables villages able to carry out development and improve community welfare optimally (Ferdianto, 2016).

2.2 Village Owned Enterprises (BUMDesa)

BUMDesa is a village business entity managed by the community and village government to strengthen the village economy and formed based on community needs and village potential (Hartowiryono and Suharyanto, 2014). BUMDesa is a form of village institution that has activities to run an economic or business to obtain useful benefits for the welfare of the village community.

According to the Regulation of the Minister of Village No. 4 of 2015 Article 1 states that business entities that are wholly or substantially owned by the Village through direct participation derived from village wealth separated from managing assets, services and other businesses for the highest welfare of the village community. BUMDesa is basically a form of consolidation or reinforcement of rural economic institutions and is an instrument of local economic empowerment with various types of potentials, aimed at improving the economic welfare of rural communities through the development of their economic enterprises, and contributing to the village's original income that allows villages able to carry out development and increase the prosperity of society in an optimal (Ferdianto, 2016).

Methodology

Research Design

The study used a qualitative approach. Selection of qualitative research model is highly dependent on the point of view that researchers use and the purpose of research (Creswell, 2007). Some qualitative research can be done from the perspective of Symbolic Interactionism, semiotics, existential phenomenology, constructivism and critical (Searcy & Mentzer, 2003). Qualitative research can use several methods to answer research questions. Consequently, conducting qualitative research requires "a strong commitment to study a problem" and "demands time and resources" (Sukoharsono, 2006: 232).

In qualitative research, data analysis is carried out from the beginning of the study and during the research process. Research data that has been obtained, then collected to be processed. Data processing is done starting from interviews, observation, editing, classifying, reducing, then the activity of presenting data and concluding data. Technical data analysis in this study uses an interactive analysis model. In qualitative research, data verification is carried out continuously throughout the research process. Since first entering the field and during the process of collecting data, researchers try to analyze and look for the meaning of the data collected, namely looking for patterns of themes, relations of equations, hypothetical and then poured in the form of conclusions that are still tentative.

In this research there is a phenomenon that emerged in the community related to the emergence of village entrepreneurship community which is the driver of the economy of the village community, so that this community is utilized by synergizing with BUMDesa to realize the economic welfare of the village and increase the original income of the village. This study describes the meaning of the experiences of some individuals about a phenomenon. Phenomenology as a method has four characteristics, namely descriptive, reduction, essence and intentionality. As proposed by O'Donoghue & Punch (2003) "the phenomenological method, which consists of four key qualities (i.e. description, reduction, essence and intentionality). The purpose of using this qualitative phenomenology approach is to understand the essence of one's experience by grouping existing issues and giving meaning to the issue in the person's view.

BUMDesa is realized to strengthen the village economy so that it can increase the village's original income. The problem that has happened so far is that many BUMDesa do not work and even go bankrupt, so it needs to be studied that the potential of the village community must be empowered to be able to support the village economy. This study sought to understand the objectives of the establishment of BUMDesa, the synergy of entrepreneurship with BUMDesa and the use of village funds (Gerbangsadu Mandara funds) for the purpose of improving the village economy, so as to realize the welfare of the community and village independence in Pejarakan Village, Buleleng Regency.

The location of the research was carried out at BUMDesa in Pejarakan Village Buleleng-Bali as one of the BUMDES which was classified as advanced and had good synergy with the village entrepreneur, as well as the coordinated and accountable management of Gerbangsadu Mandara Fund. The main data sources in this qualitative research are word and action (Silverman, 2007; Susilowati, 2013). Therefore the main instrument in this study is the researchers directly conduct interviews that are expected to analyze the qualitative data obtained from resource persons or informants. Sources of data in this study are BUMDesa, Village Head, Village Consultant (BPD), and local community leaders.

Proper data collection procedures will result in the collection of the data as expected. This study uses two data collection techniques, namely (1) in-depth interviews (in depth interviews) and (2) documentation studies (study of documents). This interview technique is an unstandardized interview, which means that the interview guide

used is not absolute and loose (Susilowati, 2013). The process of collecting data in phenomenology is the stage of understanding something from an informant's point of view (understanding the world of the subject points of view, to unfold the meaning of people experiences) (Groenewald, 2004: 13).

Analysis Method

This study uses a Community Based Research (CBR) approach, or community-based research conducted qualitatively. Community-Based Research is a study conducted on a commitment from the community to provide strong support, resources, as well as involvement in the research process to produce research products that benefit them, as well as the researchers involved in the research process. Research initiatives can also come from scientists or researchers after looking at the problems and potentials of society, to provide solutions to the technical formulation of the problem-solving instrumentation faced by the community, whether consciously or unconsciously by them, so that they are carried in the flow of change and progress (Banks, 2012).

Community Based Research (CBR) is not a method, nor an approach that will determine the various techniques of data collection and analysis but a research model that targets the social community as an active part of the research process, in order to improve the effectiveness of the data collection and analysis process for produce a genuinely beneficial recommendation for the improvement and improvement of the quality of their social life. While the research model itself is closer to the action research model (Hine, 2013).

Action Research is usually done collaboratively between researchers with partners from social groups who serve as a target group in the study. Thus, the CBR research base is qualitative, because it will always correspond to the design with the social needs, it's just that the academic process in CBR does not seek the meaning of the phenomenon, nor does it interpret the meaning of the phenomenon, but instead formulate the design something that is needed by society, based on their test results in real life (Rosyada, 2016).

Miles and Huberman (1984) state that data analysis during data collection leads researchers to ponder between thinking about existing data and developing strategies to collect new data. Make corrections to information that is less clear and direct the ongoing analysis with regard to the impact of generating field work. The steps taken in data collection are compilation of contact summary sheets, making codes, coding patterns (pattern coding) and giving memos. Contact summary sheets can be made more specifically and not so "open-ended", accompanied by codes. The problem faced in data collection is the number of field notes and documents collected, so that it can make it difficult for researchers to capture essential meanings and reorganize them, and streamline them into units that are ready for analysis. Coding begins with compiling a list of codes. In the list of codes that can be listened to in (Miles & Huberman, 1984: 58-59) there are 3 columns, namely columns that contain descriptive labels for general categories and codes concerned with categories, then columns that contain codes in detail, while the last is a column that contains keys that refer to the question or sub research question, from which the code is derived. Giving code is usually done on the left and right edges of the field notes.

Pattern codes are explanatory or inferential codes, which are codes that identify a theme, pattern or explanation that appears for the sake of further analysis. Encoding basically draws large amounts of shared material into more meaningful and identifiable. This process can be said to be "meta-coding". Encoding is intended as a tool to summarize data segments, besides pattern coding is a way to group summaries of these data into a small number of themes or constructs. Data collection is a very interesting job and coding usually takes a lot of energy, where researchers are flooded with various information. Analysis of data after data collection, at this stage researchers are involved in the presentation or appearance of data collected and analyzed before. Qualitative researchers do a lot of narrative texts.

Analysis and interpretation of data is a stage that must be passed by a research person. The sequence is located at the stage after the data collection stage. In a narrow sense, data analysis is defined as data processing activities, which consist of tabulation and recapitulation of data. The stages of data analysis in this study are:

1. Data reduction is interpreted narrowly as a process of data reduction, but in a broader sense is the process of improving data, both the reduction of data that is less necessary and irrelevant, and the addition of data that is felt to be lacking.
2. Presentation of data is the process of gathering information compiled based on categories or groupings needed.
3. Interpretation of data is a process of understanding the meaning of a series of data that has been presented, in a form that does not merely see what is written, but rather in understanding or interpreting what is implied in the data that has been presented.
4. Drawing conclusions/verification is the process of formulating meaning from research results expressed in short and concise sentences that are easy to understand, and carried out by repeatedly reviewing the truth of the conclusions, especially with regard to their relevance and consistency with the title, purpose and formulation existing problems.

Analysis And Discussion

Utilization of Funds for the Establishment and Management of BUMDesa

The various entrepreneurial communities in Pejarakan Village are optimized to synergize with BUMDesa with the aim of increasing village income. All types of businesses are developed and managed under BUMDesa so that Pejarakan Village is one of the villages that have a highly developed BUMDesa in Buleleng Regency. Income from BUMDesa is beneficial to the village from the operational aspect of the village and the village administration. Besides, from the management of BUMDeses including highly professional can be seen from the use of funds that are reported in a transparent and accountable. The management of BUMDesa in collaboration with entrepreneurial groups in the village is very useful to be seen and can be seen from various types of businesses that have been developed by taking into account the potential of the village and its people, thus having a positive impact on the economic development of the community and human development in Pejarakan Village. The development of BUMDesa and the increasing role of entrepreneurs in the village as one of support to the government program related to the people's economy starting from the village. This is supported by the opinion of Pejarakan Village Head I Made Astawa, following his statement:

"BUMDesa is a pillar of economic activity in the village that serves as a social institution and commercial institutions. In carrying out its business, the principle of efficiency and effectiveness must always be emphasized. Thus, the existence of BUMDesa able to encourage the dynamics of economic life in the countryside and as a stimulus for entrepreneurs in the village in developing their business so that the economic program populist can be started from the village."

Establishment of BUMDesa to Facilitate Entrepreneurs in the Village

As mandated by Article 213 of Law Number 32 the Year 2004 regarding Regional Government, the village can establish village-owned enterprises (BUMDesa) to accommodate the economic activities of rural communities. BUMDesa is thus an umbrella for all economic activities in the village. That is, BUMDesa can accommodate all the economic activities of the village, without having to make other economic business fields. As stated by one of the managers of BUMDesa in Desa Pejarakan (I Putu Adi Suweca) the following:

"BUMDesa Desa Pejarakan mentioned that this institution is the legal entity. He should be formed according to the potential of the village community. Through these various business units, the basic needs of the villagers are expected to be accommodated and fulfilled. The further selection of types/business units submitted to the Board of BUMDesa to inventory various needs and potentials it has. The establishment of a business unit that has been held has been discussed in the village forum (highest authority on BUMDesa) because every business unit formed has risks".

The statement states that the establishment of BUMDesa based on the Village Regulation and has binding legal force, so that villagers who want to market the products of handicrafts or the results of plantations / livestock and other household creations can take advantage of BUMDesa existing in Pejarakan Village, because BUMDesa shaped shop business and cooperatives so as to be able to accommodate all the works of the local community as a tremendous potential in supporting the increase of the village's original income. So far, the existence of BUMDesa in Pejarakan Village has become one of the most significant contributors to the first income of the village. This is evidenced by the performance BUMDesa seen from service, profit and sustainability of its business. The following is delivered by one of the village community leaders as well as an entrepreneur in Pejarakan Village (I Wayan Karmita).

"BUMDesa in Pejarakan Village is implemented with professional and flexible (free in developing any business). This can increase the productivity of the villagers as well as the real business development of BUMDesa can absorb a larger workforce and increase income. In addition to revenue, the real business can also trigger the growth of other informal sector and can encourage the creativity of entrepreneurship spirit of the society in work".

BUMDesa is committed to accommodating the entrepreneurial community in the village with a very noble purpose of facilitating the marketing of products and introducing and marketing the potential of rural communities to the public. Enterprises that until now cooperate with BUMDesa in the business unit of shops is a young entrepreneur who has high creativity such as wicker crafts, craft accessories (bags, shoes, sandals), as well as craft religious ceremonial equipment.

Various types of entrepreneurial communities have been making use of the existence of BUMDesa in Pejarakan Village. Some of them utilize BUMDesa as a marketing medium for their industrial products, and some also make BUMDesa as partners in developing their business (capital) and other utilization models. A statement was given by one member of Supervisor of BUMDesa as well as a community leader of Pejarakan Village (Made Parwata):

"BUMDesa Pejarakan Village is a shopping and cooperative business that has been committed and cooperates with entrepreneurs in the village concerning product marketing as well as provides opportunities as much as possible to business actors to further enhance the creativity and the results of his

work to develop. The business that has been cooperated with BUMDesa is a community of Balinese traditional ceremonial *pengerajin* equipment, and home-based business in the form of dry food and livestock business that became the majority effort of Pejarakan Village, but over time, Pejarakan Village plans to expand business and embrace entrepreneurial groups in tourism potential already owned".

From these statements, it can be concluded that the purpose of establishment of BUMDesa in Pejarakan Village has been in accordance with the mandate contained in Law No. 6 of 2014 on the Village is to accommodate the existing efforts in the village by taking into account the potential of village communities. Thus, this may mean that BUMDesa has complied with all government regulations and legislation and it can be assumed that the performance of BUMDesa is in the best condition and has no problem concerning management or financial reporting. Because compliance with the rules become a reference in the management of BUMDesa to maintain the sustainability and performance of BUMDesa to remain maximal. The main point contained from the interview result is that all types of business and village business actors can be accommodated in the BUMDesa so that the welfare of village economic goals can be achieved and the ability of the village and BUMDesa to create jobs for the community can be realized.

BUMDesa as a source of economic reinforcement in the village

The village owns BUMDesa as a business entity, all or most of its capital through direct participation derived from the village's wealth, therefore, the development of BUMDesa is a form of strengthening to the village economic institutions as well as a means of utilizing the local economy with various types of potential in the village, more than that BUMDesa becomes the backbone of the village government's economy in order to achieve the welfare of its citizens. It is supported by a statement from Pejarakan Village Head (I Made Astawa):

"The advantages of real efforts in the form of BUMDesa in accordance with the existing potential of the village, to maximize the benefits and benefits that will impact on the surrounding community so it can be a source of income for people who manage businesses BUMDesa."

BUMDesa is built on the initiative of the village community, based on cooperative, participative, and emancipatory principles that its management must be done professionally and independently. As a village effort, the establishment of BUMDesa is intended to encourage or accommodate all community income-generating activities, either developed according to local customs/cultures or economic activities through government programs and local government projects. Various things can be done in the strategy of empowering community economic enterprises through BUMDesa, which is creating a conducive business climate for the development of microenterprises in the village and create a guarantee system to support the productive economic activities of microenterprises.

Another thing that becomes a noble goal in the establishment of BUMDesa is to encourage the development of informal microenterprises for the absorption of labor for villagers who are free from the influence of other negative factors such as loan sharks or other illegal savings and loan systems and activities that do not provide positive benefits for the village community. So the ideals of village development that aims to improve the welfare of the village community and the quality of human life and poverty alleviation through the provision of basic needs, the development of facilities and infrastructure, the development of local economic potential, and sustainable use of natural resources and environment can be achieved. For that, the approach that must be done, that is "Village build" and "Village building" which is integrated with the planning of Village Development through strengthening the populist economy embodied in the establishment of BUMDesa (Anwar, 2016).

Conclusion

The establishment of BUMDesa in Pejarakan Village gives an excellent opportunity for rural entrepreneurs to synergize each other in product marketing, disseminating product information or opening employment for their community. BUMDesa accommodates all types of entrepreneurs developing in Pejarakan Village such as agriculture, livestock, handicraft, food and beverage business and another business potential of Pejarakan Village community. Village entrepreneurs feel assisted in all forms of operational establishment, regulation or legality of their business by working together with BUMDesa. The establishment of BUMDesa and the professionalism of its management in Desa Pejarakan can directly affect the economy of the village community so that it does not depend on government assistance, and it supports the village goal to become an independent village. The role of rural entrepreneurs and cooperation between BUMDesa and business actors is a manifestation of the empowerment of the village economy through rural economic activity units that have a significant effect on the economic improvement of rural communities.

Based on the result of research, all villages are expected to give the significant opportunity for business actors in the village to interact with the village government in forming BUMDesa. Besides, BUMDesa must be able to accommodate entrepreneurs in the village to develop the potential of the community and does not cause any form of social jealousy. If examined from the side of legality, it can be suggested formation BUMDesa in

umbrella legally by the Village Regulation so that village business actors can enhance creativity freely in developing their business or type of product but not out of the applicable regulations.

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