

EUPHORIA OF VILLAGE-OWNED ENTERPRISE (*BUM Desa*)

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Abstract

The establishment of Act Number 6 Year 2014 on village is like a new hope which brings a million hopes for the citizens. Village is reborn and full of energy and power to change into developed and independent village. This paper deeply explores the spirit of Village-owned enterprise (*BUM Desa*) which has been established in Nglanggeran as the best tourist village in Yogyakarta. In this research, the author sees that *BUM Desa* is the basic instrument which becomes present idol on the rural area development program in the country, especially in Nglanggeran Village. It is because the spirit of *BUM Desa* management brings mutual assistance, participation and use of resource spirit for the village societies' welfare. The development should be held based on the community empowerment which accentuates on the community. This paper tries to see the management and use of *BUM Desa* which exists in Nglanggeran village using positive approach that considers capacity, power, asset, and potential as precious capital in building and the *BUM Desa* distribution process it self to all societies. This writing issue is elaborated using explanative qualitative method with data collection process such as interview, observation and documentation. In the conclusion, this paper finds spirit distortion between Nglanggeran village *BUM Desa* and Act Number 6 Year 2014 in manifesting independent and sovereign village. Their potential experiences various managerial and low village innovative ability obstacles.

Keywords: *Village-owned Enterprise (BUM Desa), Resource, participation.*

I. INTRODUCTION

Rural area development becomes the government consent to accelerate and manifest the development equity in the archipelago. Rural areas or villages should possess independence to manifest good public service, alleviate poverty, advance rural economy, overcome inter-rural gap and rural societies have capacity and readiness as the development subject. In order to accelerate rural area development, the country allocates high State Budget through rural areas fund program. The fund allocation was 20.77 billion in 2015 and 60 billion in 2018. Indonesian country that consists of million rural areas with plurality and wealth is expected to struggle in alleviating poverty and accelerate local society-based development. Economic sector becomes a target and government priority. Good economy will positively affect the rural societies. Therefore, any kind of rural areas potential whether it is natural or human resource and culture should be empowered and managed well and utilized as optimum as possible for the local societies welfare. One of spirits included in the Rural Area Act Number 6 Year 2014 on Rural Area or Village is the Village-owned Enterprise or *BUM Desa*. It is an enterprise which total or a part of the capital is owned by the rural area through the direct participation of rural area wealth divided to manage the asset, service, and other business and be utilized for the rural societies' wealth optimally. Village-owned Enterprise (*BUM Desa*) or village-owned enterprise is the rural business managed by the local administrator and societies. It becomes the means to institutionalize the societies' business attached to eat. Through the institutionalization of rural business, it is expected that the economic development is more directed and has the ability to provide benefit for the rural societies' economic growth. The existence of Village-owned Enterprise (*BUM Desa*) can be a means to unite all the societies' component and encourage the active participation and mutual assistance to assist the rural area collectively. Through Village-owned Enterprise (*BUM Desa*), the rural administration and societies can unite the mission and vision to manage the rural potential for the development, wealth, empowerment, and independence of the area.

The existence of Village-owned Enterprise (*BUM Desa*) can be the answer of problems which have been experienced by the rural area, such as backwardness or retardation, and economic change and growth. Various factors which occur in the rural area so far are caused by human resource limitation, potential management institutionalization in the rural area is low, the lack of harmony between the rural administrator and other capital limitations. Village-owned Enterprise (*BUM Desa*) is expected to be the rural area societies' economic activator motor. In order to achieve it, approach-based societies' requirement and rural administrator goodwill are required. There are two approaches delivered Rutiadi (in Maria, 2016; 156), which are a) societies' need to change and avoid unwanted things, and b) political will and rural administrator and the societies' ability to implement organized development aplan. Village-owned Enterprise (*BUM Desa*) can be a means to answer what becomes the rural area societies' need. Through it, the move and direction of economic development is applied by prioritizing local initiative, creativity and innovation. Therefore, it will cultivate the participative and possessive spirit to collectively manage rural area economic source for

collective wealth. Active participation of the societies can become the power for the rural development and administrator's policy to establish village-owned enterprise with the spirit of mutual assistance for the rural economy and development. Nglanggeran village is one of villages located in Gunungkidul Regency Yogyakarta which possess Village-owned Enterprise (*BUM Desa*) by overseeing some business units managed by the societies. Some businesses coped by Village-owned Enterprise (*BUM Desa*) are natural tourism place *Gunung Purba (Ancient Mountain)*, homestay, Nglanggran Market, Chocolate Counter and some businesses which at present pioneered by the societies and Nglanggeran rural administrator. The spirit of Village-owned Enterprise (*BUM Desa*) is to maximize the resource management possessed by Nglanggeran Village to collectively increase the societies' economy and PADes (Rural Real Revenue). Village-owned Enterprise (*BUM Desa*) can also open job opportunity and add additional value of potential found in Nglanggeran village. However, the challenge of Village-owned Enterprise (*BUM Desa*) or Nglanggeran Village is how the economic sources under Village-owned Enterprise (*BUM Desa*) can be distributed and felt equally by all the societies. Village-owned Enterprise (*BUM Desa*) is not only aimed to increase Original income Village (*PADes*) but also benefit for the manager or people in the authority circle. However, the existence of Village-owned Enterprise (*BUM Desa*) can be a blessing and provide equal benefit for all Nglanggeran village societies.

II. THEORETICAL REVIEW

a. Rural Area/ Village

Theoretically, rural area provides some definitions which centers on the maximization of law societies unity who have limitation, territorial and score recognized by the Indonesian State. In the administrative regulation Number 712 Year 2005, rural area/village is a law societies' unity that has territorial borders that has authority to manage and administer the local societies' interest based on the local custom recognized and considered in the Indonesian Administrative System. Similar meaning is also written in the Act Number 6 Year 2014 on rural area is a village or custom village which is called by different name, furthermore is called as village or rural area. It is a law society unity that has territorial border that has authority to manage and administer the administrative affair, local societies' interest based on their initiative, origin rights, and/or traditional rights acknowledged and considered in the Indonesian administrative system. In *Desa Mandiri Membangun (Building Independent Village)* book (Boni Kurniawan, 2015: 9-10) it is affirmed that the rural area position based on Act Number 6 Year 2014, which is to “

- ◆ provide recognition and respect towards the existing rural area or village with its variations before and after the establishment of the Unitary State of Republic Indonesia;
- ◆ provide status clarity and legal certainty on rural area in the Republic Indonesia constitutionality system to manifest justice for the whole of people of Indonesia;
- ◆ preserve and advance custom, tradition and culture of rural societies;

- ◆ encourage initiative, move, and participation of rural societies for the potential development and Rural Asset for the collective welfare;
- ◆ establish professional, efficient and effective, transparent and responsible rural administration;
- ◆ develop public service for rural societies in order to accelerate general welfare manifestation;
- ◆ improve the cultural social sovereignty of rural societies to manifest societies who are able to preserve social unity as a part of national sovereignty; advance the rural societies economy and overcome the national development gap; and
- ◆ strengthen rural societies as the development subjects

Thus, it is understood that rural area is legal society unity that has limitation and territorial with culture recognized by the Unitary State of Republic Indonesia;

b. Village-owned Enterprise (*BUM Desa*)

Village-owned enterprise or which is called as *BUM Des* is a legal rural economic institution and has been mandated by Act in Act Number 6 Year 2016 article 1 number 6 which explains that Village-owned Enterprise (*BUM Desa*) is a whole or a part of enterprise which capital owned by the village through direct participation of its wealth which is divided to manage asset, service, and other business for the societies' welfare. Village-owned Enterprise (*BUM Desa*) becomes the mean of rural administrator to accommodate various rural potentials as the instrument between rural administrator and societies in implementing economic empowerment on the rural level. Therefore, the capital ownership of Village-owned Enterprise (*BUM Desa*) is always dominated by the rural administrator. It is done to avoid economic and resource potentials domination in rural area individually. Based on the Rural Minister Regulations, Underdeveloped Region Development, and Republic Indonesia Transmigration Number 4 Year 2015 on Chapter II article 3 affirms that the objectives of Village-owned Enterprise (*BUM Desa*) establishment are:

- a. Increasing rural economy
- b. Optimizing rural asset which is useful for its welfare;
- c. Developing social business in the rural economy potential management;
- d. Developing business cooperation plan among rural areas and/or the third parties;
- e. Creating market opportunity and network which support the societies' public service requirement;
- f. Opening work opportunities;
- g. Improving societies' welfare through public service improvement and rural economy equity ; and
- h. Increasing rural societies' and Rural Original Revenue

Village-owned Enterprise (*BUM Desa*) becomes one of important instruments in building modern to be independent and developed rural area. Therefore, Village-owned Enterprise (*BUM Desa*) basic principles should be maintained for its objectives which are to implement developed rural area and build it by local initiative. In 7 Rural Area Ministerial, Underdeveloped Region Development and Republic Indonesia

Transmigration written by Anom Surya Putra, the main ideas of tradition in the Village-owned Enterprise (*BUM Desa*) principle are:

- a. Village-owned Enterprise (*BUM Desa*) needs social capital.
- b. Village-owned Enterprise (*BUM Desa*) develops inclusive politic;
- c. Village-owned Enterprise (*BUM Desa*) is one of collective rural business forms.

Sutoro Eko (2017: 92) in his book entitled “*Desa Baru Negara Lama*” or “New Village, Old Country” tells that Village-owned Enterprise (*BUM Desa*) is one of economic institutions which is relevant with village driven development. Therefore, Village-owned Enterprise (*BUM Desa*) is a rural area economic institution managed collectively by the rural administrator and societies which are based on mutual assistance, social and initiative capital to accelerate rural development towards independence.

III. RESEARCH METHOD

This is qualitative method research which tries to understand social problems in the societies. This research is started with the assumption and interpretation/theoretical which shapes or affects the study on research problem related to the meaning attached by individuals or groups on social or humanistic problems (Creswel, 2015:59). The research location is Nglanggeran Village, Gunungkidul Regency, Special Region of Yogyakarta Province. In a scientific work, the researcher tries to gain valid and relevant data with issues which becomes the locus of research. Therefore, the researcher tries to gather empirical data by performing observation, interview, documentation and the subjects involved in this research are various elements in Nglanggeran Village-owned Enterprise (*BUM Desa*) activities, such as Village Head, Village-owned Enterprise (*BUM Desa*) Director, Unit Head of Village-owned Enterprise (*BUM Desa*) Business Manager and some societies and institutional members. This research utilizes descriptive approach, in which the researcher tries to deeply and systematically explore issues found in the rural resource management and distribution towards the societies through Village-owned Enterprise (*BUM Desa*) Tunas Mandiri of Nglanggeran Village. Whitney (in Pratowo, 2016:201) stated that descriptive method is fact searching by correct interpretation. Therefore, this writing tries to elaborate and find out the fact on the benefit management and distribution process of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri in Nglanggeran Village existence.

IV. ANALYSIS

Village-owned Enterprise (*BUM Desa*) Tunas Mandiri and Nglanggeran Village Societies

Village-owned Enterprise (*BUM Desa*) becomes an economic institution which exists in the village is mandated by the Act. In order to reach its objectives such as open economic opportunity and empower local economic potentials, Village-owned Enterprise (*BUM Desa*) requires good management. Village-owned Enterprise (*BUM Desa*) Tunas Mandiri in Nglanggeran is one of rural administrator and societies’ efforts to apply constitution and as a real form of partialities towards local societies’ interest. Village-owned Enterprise (*BUM Desa*) Tunas Mandiri is established as objectives written in the

regulations of Nglanggeran Village Number 7 Year 2017 on Chapter II Article 2 that “The regulation concerning Village-owned Enterprise (*BUM Desa*) management is aimed to guarantee legal certainty on the position of Village-owned Enterprise (*BUM Desa*) as rural economic business institution in :

- a. Rural area economy increase through rural economic business which runs with business ran by the rural economic actors;
- b. The use and optimization of rural area potential and asset for the rural area welfare;
- c. The development of rural societies business in rural economic movement-based rural management of potential and asset;
- d. The development of rural business cooperation plan with the third party using partnership which is profitable for the rural area;
- e. The effort to create market opportunity and network which support the public service need of rural societies;
- f. The development of rural basic service quality;
- g. The creation of work opportunities for the rural societies; and
- h. The revenue increase of rural societies and rural original revenue.

The explanation draws basic milestone of the existence of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri in Nglanggeran Village. The rural economic developments become the struggle faced by the government and rural societies. Agricultural and another natural resource potentials have not been able to manage well as the collective welfare source. Nglanggeran village has natural tourism resources, which are Gunung Purba, agricultural products, livestock, culture, etc. Considering the resource possessed, the rural administrator and societies want to create a legal medium to manage the resource such as Village-owned Enterprise (*BUM Desa*). It has been planned since the Act 32 Year 2004 and Government Regulation Number 72 Year 2005. However, rural spirit and the recognition. However, the rural spirit and recognition towards rural initiative which is written in Rural Act Number 6 Year 2014 to become an energy which moves Nglanggeran society to establish Village-owned Enterprise (*BUM Desa*) to manifest local potential-based development.

During the interview, the Director of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri, stated:

“In my opinion, Village-owned Enterprise (*BUM Desa*) Tunas Mandiri is the real action of Nglanggeran Village Head and the societies to maximize the existing potential. Using Rural Act, rural area becomes the main actor in building themselves. We admit that the issue which occurs in the rural area or village is the lack of societies’ capacity to manage their potential. The existence of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri can be a medium which unite the societies’ potential to get a guidance in the management, assistance, capital to the marketing of existing potential.”

(Interview with Mr. Nasrudi, the director of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri, 14th March 2019)

Village-owned Enterprise (*BUM Desa*) Tunas Mandiri of Nglanggeran village becomes the instrument which unites the societies and potentials possessed by them for

collective welfare. Using Village-owned Enterprise (*BUM Desa*) Tunas Mandiri, the village potential can be managed well and have profitable economic value for the societies. Through it, various forms of existing economic potentials that have been managed by the societies can be optimized through good governance and management. The existence of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri does not only become economic institution but also social interaction medium which triggers societies' active participation to build their village. As mandated in the Act Number 6 Year 2014 that the development subjects of rural development are government and local societies based on their initiative. Nglanggeran's societies participate in building culture, democracy values and pride of being the community. Therefore, rural societies do not see rural area as underdeveloped and poor anymore but a developed and wealthy place. Village-owned Enterprise (*BUM Desa*) Tunas Mandiri provides an explanation on how to build transformation towards the societies' understanding in interpreting their village by using its existing potentials:

“The main problem occurs in our village is lack of jobs and the societies who always perceive that they will not be rich if working there. It encourages the societies, particularly new Senior High School graduates who leave their village to find a job in the urban area or city. Many rural societies see that they'll get money more easily in the city than village as a farmer. They use village as a residence and prefer to work in Yogyakarta with various professions. At the end, they neglect the rural area potentials. Village-owned Enterprise (*BUM Desa*) becomes the answer towards our societies' confusion. There are things that should be developed with various innovation and encourage the societies' participation broadly. (Interview result with Sugeng Handoko, the Secretary of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri, 15th March 2019).

The establishment of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri becomes the answer and challenge for the government and village societies in optimizing the use and management of resource. The establishment is not only seen from the economical profit but also social capital reinforcement and empowerment in the society. In order to make Village-owned Enterprise (*BUM Desa*) succeed, societies' social capital such as cooperation, solidarity, trust, mutual assistance etc. Collective work becomes an important instrument to make Village-owned Enterprise (*BUM Desa*) as an institution which has good economy and output on the empowerment, independence of development of Nglanggeran village development. The point of interview is that the societies have not possessed a good understanding and awareness towards the importance of Village-owned Enterprise (*BUM Desa*) as the rural area economic driver. Therefore, it requires continuous education and push the societies' active involvement in Village-owned Enterprise (*BUM Desa*) Tunas Mandiri activities.

Village-owned Enterprise (*BUM Desa*) Tunas Mandiri oversees some business units which at present have been developed by Nglanggeran Village societies. The following is the management structure and business units found in Village-owned Enterprise (*BUM Desa*) Tunas Mandiri of Nglanggeran Village:

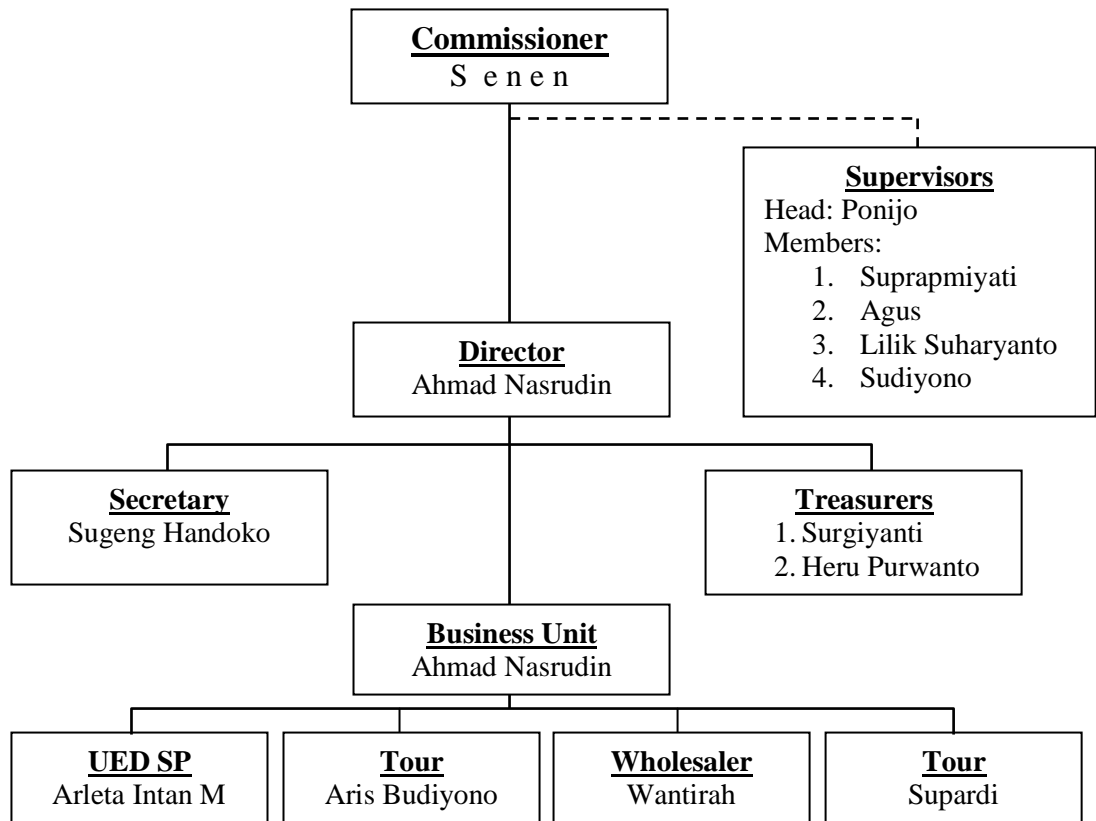


Chart 1: The management structure and business units found in Village-owned Enterprise (*BUM Desa*) Tunas Mandiri of Nglanggeran Village

Of the figure, it is seen that some business units that can be used by the government and rural societies collectively in developing Nglanggeran rural area potential. Saving and Loan Unit can be a target to help the societies to build any kind of business. Tour unit also has high contribution to the PADes revenue and contribution to jobs for the societies in Gunung Purba tour area. Wholesaler unit is a unit which provides many household needs so that there is money turnover from the society to society, while TPS unit is a unit which produces organic fertilizer and impact the village surrounding.

Use distribution of Village-owned Enterprise (*BUM Desa*) for Nglanggeran Societies

The present of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri in Nglanggeran village brings a new hope for the societies in local economic development and wider job opportunities. As the spirit of Village-owned Enterprise (*BUM Desa*) Tugas Mandiri which is written in the Rural Area regulation Number 7 Year 2017 that the existence of Village-owned Enterprise (*BUM Desa*) becomes a medium to open job opportunity and distribute equal potential to the village societies. Village-owned Enterprise (*BUM Desa*) Tunas Mandiri triggers the village potentials to give more benefits for the societies as a whole. However, based on some interviews, some sources still see that they who get Village-owned Enterprise (*BUM Desa*) Tunas Mandiri benefit

are people who have access and live in the area which is near to the rural potential objects.

According to the interview, Village-owned Enterprise (*BUM Desa*) manager explicitly states that dominantly, societies who live near to the objects or resource enjoy the benefit more. The following is interview quoted obtained in the field:

“Village-owned Enterprise (*BUM Desa*) is established on behalf of societies, but they who live near to the resource are prioritized to be involved in it. As in the four units, there are *Gunung Purba* (Ancient Mountain), *Embung*, and *Rumah Coklat* (Chocolate House). It is confirmed that the nearest village have more involvement, but the management has also offered other villages to be involved. They may not involve because they have had a job.”(Interview Result of Heru Purwanto, 15th March 2019)

The previous interview result depicts the societies’ participation problems especially in the villages which are far from the resource. It is indirectly break the nature of rural life participation and culture in the societies. The limited societies’ understanding towards the village potential and ignorance also color Village-owned Enterprise (*BUM Desa*) Tunas Mandiri development. The resource distribution of Nglangeran village can only provide impact for some people. So, education and persuasive approach done by the rural administrator is required to filter each element to be involved in the rural resource management. Besides fair and equal distribution, the societies’ participation is required in the institutional process so that the rural culture grown for the village development. Justice and equity spirit must be maintained by Village-owned Enterprise (*BUM Desa*) management for collective welfare.

The Challenges of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri

The management of Village-owned Enterprise (*BUM Desa*) in Indonesia has challenge for themselves. The challenges are from various aspects. The following is interview result quote with the Treasury of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri and as the pioneer of Chocolate House business.

“At present, chocolate house have many customers and buyers. However, lack of training becomes the business management obstacle so that all works are done manually. Besides, the marketing has not been expanded to public societies.”(Interview result of Mrs. Surgiyanti, 14th and 16th March 2019).

Here, it is depicted that establishing Village-owned Enterprise (*BUM Desa*) is not only about economic profit but also good management and managerial effort. Some matters should be prepared to support the development and success of *BUM Desa*, which are:

- ◆ Preparing continuous professional and competent human resource with training and comparative study.
- ◆ Good and systematic institutionalization process.
- ◆ Updated capacity reinforcement.
- ◆ Moving the societies with possessive and proud sense of living in the village.
 - ◆ Identifying good natural, social and human potential.
 - ◆ Building similar understanding and objective for the collective welfare.

V. CONCLUSION

Based on the analysis of the research on Village-owned Enterprise (*BUM Desa*) euphoria, it is concluded that the development of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri in Nglanggeran village is not only limited to see the development of other Village-owned Enterprise (*BUM Desa*) but also but it is also able to identify possessed potential which is relevant to Nglanggeran village Gunung Kidul. Collective participation is required to build the sense and culture of living in the village among Nglanggeran societies so that everyone has the sense of possession and is involved actively in the rural development of Village-owned Enterprise (*BUM Desa*) Tunas Mandiri.

Some suggestions for the development of Village-owned Enterprise (*BUM Desa*) Tuna Mandiri Desa Nglanggeran are:

- a. Preparing sufficient resource
- b. Involving young people in all rural activities
- c. Filtering the potential of young people who have commitment towards the rural development
- d. Opening continous discussion rooms with the societies.
- e. Building Village-owned Enterprise (*BUM Desa*) by improving the benefit for whole rural societies in any forms of programs.

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