



## Assistance BUMDes Gerbang Lentera, Lerep Village, Ungaran Barat in Increasing the Potential of Tourism Village

<sup>1</sup>Yozi Aulia Rahman, <sup>2</sup>Deky Aji Suseno, <sup>3</sup>Sri Utami, <sup>4</sup>Fafurida, <sup>5</sup>Khusnul Khotimah

<sup>1, 2, 3, 4, 5</sup> Universitas Negeri Semarang

### ARTICLE INFO

#### Article History:

Received November 29, 2021

Accepted June 01, 2022

Available June 30, 2022

#### Keywords:

BUMDes,  
BUMDes Manager,  
Tourism Village,  
Semarang Regency

### ABSTRACT

*Lerep village has a BUMDes with the name 'Gerbang Lentera'. The selection of the BUMDes 'Gerbang Lentera' as the target of this service activity is because it is often appointed as a district delegate at the Central Java BUMDes festival and the Central Java Tourism Village festival. The Lantern Gate BUMDes business unit consists of BUMDesa Mart, which sells all the community's daily needs, Brilink, Tourism Villages, and other productive activities. One of the initiatives initiated by the BUMDes 'Gerbang Lentera' is the Lerep Tourism Village. The solutions offered in this service program are (1) Assistance to BUMDes 'Gerbang Lentera' managers as an effort to increase knowledge and ability to identify tourism potentials in Lerep tourist village, (2) Assistance to BUMDes 'Gerbang Lentera' managers in compiling a road map or a road map in developing the tourist village of Lerep. The method of implementing this activity is a Workshop / Focus Group Discussion (FGD) with the target of managing the BUMDes 'Gerbang Lentera'. The four mentoring materials are (1) Legality Aspects, (2) Village Potential Identification Aspects, and (3) Business Plans & Feasibility Study Aspects. The result of this service activity is that BUMDes managers gain knowledge and improve their ability to identify tourism potentials in Lerep village and the availability of road maps in developing tourist villages.*

Desa Lerep memiliki BUMDes dengan nama 'Gerbang Lentera'. Pemilihan BUMDes 'Gerbang Lentera' sebagai target kegiatan pengabdian ini adalah karena sering ditunjuk menjadi delegasi kabupaten pada festival BUMDes Jawa Tengah dan festival Desa Wisata Jawa Tengah. Unit usaha BUMDes 'Gerbang Lentera' terdiri dari BUMDes Mart yang menjual segala produk kebutuhan sehari-hari masyarakat, Brilink, Desa Wisata, dan kegiatan produktif lainnya. Salah satu yang digagas oleh BUMDes 'Gerbang Lentera' adalah Desa Wisata Lerep. Solusi yang ditawarkan dalam program pengabdian ini yaitu, (1) Pendampingan kepada pengelola BUMDes 'Gerbang Lentera' sebagai upaya dalam Peningkatan pengetahuan dan kemampuan untuk mengidentifikasi potensi-potensi wisata di desa wisata Lerep, (2) Pendampingan kepada pengelola BUMDes 'Gerbang Lentera' dalam menyusun road-map atau peta jalan dalam mengembangkan desa wisata Lerep. Metode pelaksanaan kegiatan ini adalah Workshop / Focus Group Discussion (FGD) dengan sasaran pengelola BUMDes 'Gerbang Lentera'. Empat materi pendampingan yaitu: (1) Aspek Legalitas, (2), Aspek Identifikasi Potensi Desa, dan (3) Aspek Rencana Usaha & Studi Kelayakan. Hasil dari kegiatan pengabdian ini adalah pengelola BUMDes mendapatkan pengetahuan dan meningkatkan kemampuan dalam mengidentifikasi potensi-potensi wisata di desa Lerep dan tersedianya road-map/peta jalan dalam mengembangkan desa wisata.

Address: Gedung L, Kampus Sekaran, Gunungpati, Semarang,  
Indonesia, 50229

Correspondent Address:  
Gedung L2 Lantai 2 FE UNNES  
Email: yoziaulia@mail.unnes.ac.id

## INTRODUCTION

The empowerment of rural communities has become one of the national development priorities in line with the ratification of Law Number 6 of 2014 concerning Villages. In the law, the Village is allowed to develop rapidly both in the structure and authority of the village government, the increasing village budget, and efforts to maximize all the potential of existing resources in the Village, both natural and human resources.

In one of the efforts to develop the potential of the Village, then a forum or agency was formed to manage all the existing potential called Village Owned Enterprises (BUMDes). The definition of BUMDes is a business entity whose capital is wholly or most of the capital owned by the Village through direct participation originating from separated Village assets in order to manage assets, services, and other businesses for the most excellent welfare of the Village community. With the existence of the BUMDes, it is possible to run businesses that are economical and other sectors whose primary goal is to increase village income which can contribute to the development of the village community.

One of the villages considered successful in optimizing the role of BUMDes is Lerep Village, Ungaran Barat District, Semarang Regency. According to Shifa and Ilyas (2020), Lerep Village has a lot of potential natural resources, such as agriculture, plantations, livestock, and natural tourism, which the local community can utilize. Since most people in Lerep village are farmers, the community uses the land by planting rice, corn, cassava, and durian trees. Lerep village itself has a BUMDes with the name 'Gerbang Lentera'.

According to Sari (2020), BUMDes 'Gerbang Lentera' Lerep Village are often appointed district delegates at the Central Java BUMDes festival and the Central Java Tourism Village festival. The Village-Owned Enterprise 'Gerbang Lentera' is a BUMDes owned by Lerep Village, which was established in 2016. Although it is still very new, the BUMDes 'Gerbang Lentera' is well known not only by the surrounding villages but also by other villages outside the city and outside the island who conducted a comparative study in the village of Lerep (Ihsan, 2020).

Based on data from the Village Information System - Ministry of Villages, the BUMDes business unit 'Gerbang Lentera' consists of BUMDes Mart which sells all products of the people's daily needs, Brilink, Tourism Villages, and other productive activities. One of the initiatives initiated by the BUMDes 'Gerbang Lentera' is the Lerep Tourism Village. Nature tourism in Lerep village is well known to outsiders, where there are many tourist options, such as waterfalls, ponds, and educational tours. However, in practice, the number of visitors in the Lerep tourist village has not been

optimally maximized, especially in the Covid-19 pandemic situation, which limits the number of tourists visiting, especially from outside the Semarang Regency area.

Lerep Tourism Village can be the prima donna of tourism in Central Java if it is adequately maximized. In early April 2021, yesterday, the Lerep Tourism Village was visited by the Minister of Tourism and Creative Economy and the Governor of Central Java, which indicated the village had attracted the attention of higher government officials. In this community service activity, assistance will be provided to the management of the BUMDes 'Gerbang Lentera' and also the Lerep Village Apparatus in mapping tourism potentials and strategies that can be maximized to strengthen the BUMDes 'Gerbang Lentera' so that it can provide benefits for the welfare of the community.

Based on the described conditions above, the potential of the Lerep tourism village has not been maximized by its manager, namely the BUMDes 'Gerbang Lentera'. The BUMDes does not yet have a roadmap or roadmap for developing a tourist village, so there is no medium or long-term plan to develop the Lerep tourist village. The roadmap is essential, especially in determining the targets to be achieved, such as the target of visiting tourists, increasing the number of tourist objects, and targeting income from user fees or entrance tickets.

The solutions offered are (1) Assistance to BUMDes managers' Gerbang Lentera' as an effort to increase knowledge and ability to identify tourism potentials in the tourist village of Lerep; (2) Assistance to the manager of BUMDes' Gerbang Lentera' in compiling a roadmap or roadmap in developing the Lerep tourist village.

## METHOD

The method used in service activities is a workshop/Focus Group Discussion, namely by providing an overview of the methods and stages in mapping and identifying tourism potentials in the village; and by providing knowledge in preparing the development of tourist villages from the planning stage to the evaluation stage. In compiling a roadmap for developing the tourist village of Lerep utilizing training and practical assistance.

The first step is to carry out activities offline by gathering the BUMDes 'Gerbang Lentera' managers in the meeting room with strict health protocols. The number of participants is limited to 10 people and must do 3M, namely wearing masks, washing hands, and maintaining distance. The Service Team will explain the right way to identify tourism potentials in the Lerep tourist village, both existing tourist objects and the creation of new tourist objects. It is hoped that after the

material is given, there will be a discussion that goes well so that both parties can provide input to each other in the development of the Lerep tourist village.

Furthermore, in the second activity, the team provides training and practice in compiling a roadmap for developing the Lerep tourist village. This activity is also carried out offline with strict health protocols. The team will provide material on developing a project development roadmap in the initial material. After that, practical activities were carried out regarding preparing the Lerep tourism village development roadmap by all managers of the BUMDes 'Gerbang Lentera'. The managers are expected to be able to provide ideas or innovations in the development of the Lerep tourist village with guidance from the service team.

## RESULTS AND DISCUSSIONS

Service activities are carried out online and offline. Online activities are carried out by providing debriefing or materials to the manager of the BUMDes 'Gerbang Lentera' Lerep. At the same time, offline activities are carried out by assisting the manager of the Lerep 'Gerbang Lentera' BUMDes with the help of students from the PKK Grant Village Apprentice Program, Development Economics Department in 2021.



**Figure 1.**  
Community Service Activities

The first activity will be implemented on August 18, 2021, from 09.00 - 11.00 using the zoom application. Activities by providing a briefing to the manager of the BUMDes 'Gerbang Lentera' Lerep by providing four materials, namely:

1. Legal Aspect
2. Aspects of Identification of Village Potential
3. Aspects of Business Plan & Feasibility Study

The implementation of the second activity will be carried out on September 28, 2021, from 08.00 – 12.00 at three locations, namely:

1. BUMDes Office 'Gate Lantern' Lerep Village
2. Lerep Village Office
3. Location of Lerep Village Tourism Village

In this activity, assistance was provided to the BUMDes 'Gerbang Lentera' Lerep Village manager

with students from the BUMDES internship team. The management of the Lerep 'Gerbang Lentera' BUMDes received three materials: (1) Legal Aspects; (2). Aspects of Village Potential Identification; and (3) aspects of the Business Plan & Feasibility Study. Legal Aspects / Legal aspects of the establishment of BUMDes consist of Law no. 14 of 2014, PP No. 11 of 2021, Regulation of Law No. 6 of 2014, Permendagri No. 39 of 2010, Aspects of Village Potential Identification.

Identification of village potential is based on (1) community needs, especially in meeting basic needs. (2) Village resources that have not been utilized optimally, especially village wealth. (3) Human resources capable of managing business entities as assets driving the community's economy. 4) Community business units are economic activities of community members that are managed partially and not accommodated.



**Figure 2.**  
Lerep Tourism Village

Identification of BUMDES Potential is carried out in 2 things:

1. Landscape
 

Landscape identifies the village's potential in natural resources by presenting legends about mountains, rivers, valleys, agricultural land, fishing grounds, gardens, caves, and housing.
2. Socio-Cultural Landscape
 

The socio-cultural landscape includes

  - a. Village history
  - b. Community culture
  - c. People's livelihood
  - d. BUMDes Management
  - e. Relations with institutions in the village
3. Economic Landscape, including productive age and economic class

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4. Community business units are community members' economic activities that are partially managed and not accommodated.

Identification of BUMDES Potential includes (1) Landscapes in the form of identification of natural resources by displaying legends about mountains, rivers, valleys, agricultural land, fishing grounds, gardens, caves, and housing; (2)



**Figure 3.**  
BUMDes Business Unit in Lerep

The socio-Cultural landscape includes village history, community culture, people's livelihoods, BUMDes management, relations with village institutions, and economic landscape, including productive age and economic class. The results of the Lerep Village Potential Mapping include (1) Edu-Scotour tourist attractions, which include activities in agriculture, dairy farming, processing and utilization of waste materials, chips production house, and palm sugar coffee; (2) Natural Tourism Landscapes, including Indrokilo waterfall, ngipik peak sunrise, and rice field landscapes; (3) Cultural Tourism, including the Pon Sunday Market near the Lerep Village pond by selling the old street food markets, Sadranan, Iriban, & Kadeso, Caping gangsing dance performances, gambyong dance, soyong dance, denok semarangan dance, jaran braid art, and reog.

In designing the BUMDES business plan and feasibility study, there are 6 BUMDES business clusters, namely (1) Tourism (nature tourism or cultural tourism); (2). Waste (management or processing of waste); (3). Clean water (providing clean water); (4). Food (processing of agricultural products, plantations, fisheries); (5) Trade (village market, BUMDes/desamart); and (6). Financial services (savings and loans)

## CONCLUSION

Based on the description of the conditions and service activities in BUMDes Lerep Village, it can be concluded that (1) there are many potentials of the Lerep tourism village that can be maximized by the manager, namely BUMDes 'Gerbang Lentera', one of which is by making a road map or roadmap in

developing tourist village so that there is no medium or long term plan in the effort to develop the Lerep tourist village; (2) The people of Lerep Village can improve their knowledge and skills in the development of BUMDes with the support of various parties, especially the village government. More support from the government (central and local) is needed to increase the capacity of BUMDes, and Increase the synergy between stakeholders in the framework of the BUMDES scale-up program.

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