Strengthening Badan Usaha Milik Desa (BUMDes) Branjang Based on Local Culture

Nanik Sri Utaminingsih, Amir Mahmud, Nurdian Susilowati, Nurul Hayati

Universitas Negeri Semarang

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ABSTRACT

Community service aims to map cultural potential and public awareness to develop local culture. The service method used is socialization and training. The target audience is the directors and administrators of village-owned enterprises and POKDARWIS managers. The results show that the target community can understand local culture and its mapping for cultural existence. Village-owned enterprises are still at the pilot level, so it is appropriate if the potential mapping results can be used as material for making relevant business unit decisions. Local village culture is included in the main priority of developing BUMDes to extend its business continuity. It means that it is not only short-term orientation but also long-term oriented. The village has several superior cultures, such as woven bamboo, palm sugar, and reog. So far, the community has been very enthusiastic about developing these three cultures. The indicator of the success of the service program can be seen from the cognitive aspect in mapping the village's potential. Suggestions for the village government in the form of financial support and non-financial support in developing village-owned enterprises. The management itself must be loyal and committed to developing BUMDes so that it can bring benefits to the village community.

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

Correspondent Address:
Faculty of Economic, Universitas Negeri Semarang
Email: nanik_akuntansi@mail.unnes.ac.id
INTRODUCTION

Geographically, Branjang Village, West Ungaran District, Semarang Regency is located on the slopes of Mount Ungaran or west of Ungaran City, with an altitude ranging from +500 to 600 meters above sea level with an average air temperature of 240 C - 290 C, the typology of the soil is medium hilly and part of the plains. Besides, the condition of the land is mostly for agricultural activities, and the rest is for cultivated plants. Branjang village can be said to be quite fertile. This fertility is mainly due to the nature of its humus soil and rocks and is supported by the availability of sufficient water. This potential ultimately green the area or area of Branjang Village and its surroundings. The boundaries of Branjang Village are to the north with Gunungpati District, to the east with Kalisidi Village, to the west with Kendal Regency, and the south with Kalisidi Village.

Branjang village has a lot of local potentials to develop into a village advantage. Among them is the potential of nature, human resources, and culture. Its natural potentials include waterfalls, hills, tea gardens, and clove gardens. Potential human resources such as the skills of residents in making weaving tools and processed palm sugar. Cultural potential includes the art of reog, jaran braid, and tambourine. Branjang village has many Islamic boarding schools and sunan/wali graves. So it is very well known by the religious community. High religiosity is the principal capital to develop the village into a religious community and prioritize the values of the Qur'an and Hadith. In addition, the community is also very obedient to Kyai and religious leaders so that the order of life goes well. People live in safety and peace.

This potential is capital that can be used to develop Village Owned Enterprises (BUMDes) (Mahmud et al., 2020) based on local culture (Afwa, 2018). Local culture is an element of effective rural entrepreneurship development to develop BUMDes (Steiner and Aterton, 2015., Eversole, Barraket and Luke, 2014). BUMDes is a form of rural and social entrepreneurship based on the mandate of Law Number 6 of 2014 concerning Villages (Mahmud et al., 2020., Susilowati, Anisykurlillah and Lianingsih, 2019., Kania, 2020). he development of BUMDes is carried out by identifying the village's potential and the local culture of the village community. The government provides explicitly financial support through the Village Fund, which has a value of hundreds of millions of rupiah and is included in the Village Revenue and Expenditure Budget (APBDesa) (Susilowati et al., 2020., Susilowati, Herdiani and Widhiastuti, 2018., Arifin et al., 2020). With financial support, it is hoped that the village can progress, become independent, and become the locomotive of the national economy.

METHOD

The approach to community service activities used is Participatory Rural Appraisal (PRA) in the form of counseling, mentoring, and training methods (Azinar Ahmad et al., 2019., Susilowati, Anisykurlillah and Lianingsih, 2019). Etymologically, PRA means a participatory and elaborative regional assessment. PRA is theoretically a set of approaches and methods that encourage village communities to actively participate in increasing and analyzing knowledge about their living conditions and needs to make action plans according to the problems in their area. Then they are facilitated to make an activity plan according to the potential problems in the village outside their environment. Facilitators, assistants, or field officers as outsiders of the village community only analyze living conditions,
including the potential problems in the village, while decision-making is in the community itself.

The need for facilitators includes a field officer in village community empowerment through "Pokdarwis," Village Assistants, an academic competition in community empowerment and village tourism, and practitioners of Central Java tourism leaders. In addition, the problem-solving approach offered in service activities is also used to solve partner problems. Community service activities are conducted online using a zoom meeting on September 1, 2021. Participants are the Branjang Village Government and local tourism village managers. The methods used in service activities are as follows.

1. Lecture method, by providing material about the importance of mapping the potential of a culture-based village by conducting a SWOT analysis for the community who pays attention to aspects of sustainable development.
2. Benchmarking method, by learning from the experience of managing BUMDes that has been going well.
3. The discussion method provides an opportunity for questions and answers to the service participants about things they have not or do not understand.
4. The mentoring program is aimed at helping problems that arise when managing BUMDes based on local culture.
5. The follow-up program assists in integrating village potential with local community business groups and BUMDes.

This community service activity is carried out in various stages as follows:

1. Stages of activity preparation
   The activity preparation stages are carried out to adjust partners' needs, the time of implementation of service activities, and the place to carry out service activities. It includes direct observations related to other potentials that can be explored, which are related to community service programs.
2. Stages of socialization
   This stage is preceded by the service team preparing materials and materials needed during the activation process, including power points for presentations related to a basic understanding of the development of the village's potential to increase income from the tourism aspect.
3. Assistance stages
   At this stage, the first is the development of entrepreneurship motivation, local culture, and BUMDes so that a sustainable village can be realized.

The service design (method, type, object of devotion, service mechanism, stages). Seeta description of forms of service such as training, mentoring, and mentoring.

RESULTS AND DISCUSSIONS
Cultural Potential Mapping

Community service activities are carried out virtually using zoom meetings. Previously, the team communicated intensively with the Branjang Village Government using WhatsApp. Since June-August, communication, and assistance have been carried out online. Then on September 31, 2021, a webinar will be held inviting village governments in the Regencies of Semarang, Kendal, Tegal, and Purbalingga so that the information submitted can benefit the wider community.

The stages of mapping the village's potential are as follows:

1. Field Survey
   The field survey was conducted to find out in detail the village's condition and the village community's topography so that we could freely approach and explore Branjang Village.
2. Study of data
   Next, we looked for several primary and secondary data sources from sub-districts and villages to clarify the survey results in the field.
3. Priority Scale
   Next is to determine the potential in the village, especially culture. Branjang village has a culture of reog/jaran braid, the culture of the village community in weaving bamboo, and the existence of religious places that are believed to provide spirituality for the local community.
4. Design Formulation
   The last stage is the formulation of the design and its implementation to measure the community's level of success in developing culture.

The mapping of village potential is carried out using the Asset Based Community-Driven Development (ABCD) approach, which is an approach to sustainable community development that focuses on developing community-based strategies by capitalizing on existing assets in the community. The community is considered to have assets to contribute to village development. Community group organizations are filled by many already solid communities (village government, BPD, and BUMDes).
Cultural Potential Mapping Results

Some of the cultural potentials of the community are the skills to process palm sugar, reog dance, jaran braid, tambourine, and woven bamboo. This cultural potential needs to be strengthened so that it can exist and develop and generate income for the community. Branjang Village has cultural potential to be sold to stakeholders and tourists, both domestic and foreign. The following is a photo of these cultural potentials.

In the last decade, community-based enterprises in villages have received attention from aspects of social, socio-economic, cooperative, and economic development (Peredo & Chrisman, 2017). These business formulas have been identified as a strategy for community development because they serve the community's interests to improve their quality of life and institutionalize the resulting community development through internal capacity building the community (Nurdian Susilowati et al., 2019). Community-Based Enterprises are often cited as a promising strategy for promoting development goals in rural areas (Ranjan, 2015). Studies in developed countries show that rural firms outperform urban firms, for example, (Phillipson et al., 2019) stating that rural firms perform better than urban firms (in terms of employment) in most sectors and regions.

Program Achievement

The indicator of the success of the service program can be seen from the cognitive aspect in mapping the village's potential. Village officials, BUMDes administrators, and POKDAWIS managers can understand the material well to map village potential correctly. The following is a table of program achievements.
CONCLUSION

BUMDes directors and administrators, POKDARWIS managers, and village officials can understand the concept of local culture and its mapping for cultural existence. Currently, BUMDes is still at the pilot level, so it is appropriate if the potential mapping results can be used as material for making appropriate business unit decisions. Local village culture is included in the main priority of developing BUMDes so that its business continuity will be extended. It means that it is not only short-term orientation but also long-term oriented. There are several superior cultures in the village, such as the culture of woven bamboo, palm sugar, and reog. So far, the community has been very enthusiastic about developing these three cultures.

On this occasion, there were also some suggestions for the village government in the form of financial and non-financial support in developing BUMDes. The management itself must be loyal and committed to developing BUMDes so that it can bring benefits to the village community.

REFERENCES


