

VILLAGE-OWNED ENTERPRISES STRATEGY IN EMPOWERING LOCAL COMMUNITIES, BENDO VILLAGE, KAPAS DISTRICT, BOJONEGORO

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Abstract

Hope of Village-Owned Enterprises applied by the grobogan reservoir tourism manager was able to empower local communities to be more productive whose output of the grobogan reservoir became a business entity owned by Bendo village which provided the largest village income outperforming the other Bendo village companies considering that other Bendo village businesses suffered losses like the rice barn Village-Owned Enterprises. The purpose of this study is to understand and describe: Strategies of Village-Owned Enterprises in Empowering Local Communities. Study of Grobogan Reservoir Tourism Management in Bendo Village, Kapas District, Bojonegoro Regency. The research method used is qualitative and the research subjects are informants who are clearly related to their duties and functions who can provide accurate and significant information relating to the strategy of the Grobogan Reservoir Village Owned Enterprise. Determination of the informants by means of purpose sampling. Based on the results of the study, the strategy used was SOS, meaning "Zinc is important for me". Starting from youth youth who are accustomed to meeting around the reservoir, then believe the reservoir can be turned into a tourist area, individual contribution capital without assistance from the village can attract visitors, the village finally provides assistance and is now a village-owned enterprise unit, the welfare of members of tourism organizations increases from 100 thousand / week to 300 thousand / week. The well-being of the local community came into being with various business stalls and stalls around the reservoir. The conclusion is that actions rationally based on clear goals and beliefs can arouse the spirit of making things happen, in this case empowering local communities through tourism development.

1. Introduction

According to Law No. 6 of 2014 concerning Villages, Article 90 states that the government, provincial regional governments, district/city regional governments, and village governments encourage the development of Village-Owned Enterprises by: a) providing grants and/or access to capital, b) providing technical assistance and access to markets, c) prioritizing village-owned enterprises in managing natural resources in the village.

The following is the success that villages in various corners of Indonesia are starting to reap thanks to the presence of BUMDes in their villages. They develop their potential to the maximum so that they deserve to be called the 5 BUMDes champions. The following are five great BUMDes that were recently released by the Ministry of Villages as the best BUMDes on the island of Java, namely: 1) BUMDes Karangakandri Sejahtera, 2) BUMDes Tirta Mandiri, 3) BUMDes Srisadani, Kedungprimen, Bojonegoro, 4) BUMDesa Tirtonirmolo, 5) BUMDes Sejahtera Bleberan. Of the five best BUMDes according to the village ministry, three of them (the majority) are developing natural tourism areas, so the researcher's temporary conclusion is that the use of BUMDes to develop natural tourism areas is more promising and can improve the welfare of residents around tourist areas.

Bumdes Bendo also does the same thing, namely focusing on developing natural tourism in the reservoir sector, but this focus is not without reason, the Bumdes prioritizes the Grobogan reservoir tourism program after it has been proven that the reservoir is able to provide income, the reservoir has

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become a tourist attraction after going through various problems such as: there was village support regarding funds at the beginning, public trust and a lack of management members, whereas currently the problem is the difficulty of obtaining certain permits from several related agencies as well as several taxes that must be paid even though during the establishment process the relevant agencies did not provide enough support, but when it comes to the reservoir visible Having economic value, several agencies come to the surface, there are several who support them, but the only significant one is the tourism agency which provides comparative study facilities to similar tourist attractions as feed back.

The aim of this research is to understand the BUMdes strategy in supporting the management of natural tourism so that it can improve the welfare of local communities and village income. This aim was based on literature from previous similar research such as research on "IMPLEMENTATION OF THE BUMDES PROGRAM AND OPTIMIZATION OF WATER TOURISM IN PAGEDEN VILLAGE, PAGEDEN DISTRICT, TANGERANG DISTRICT ". By Yuni (2015) ISIP journal Sultan Ageng Tirtayasa University, The results of this research show that the implementation of the bumdes program has generally gone well, especially from a financial and planning perspective on the optimal water tourism bumdes aspect so that the bumdes program in this field can increase original income village because it is supported by quality human resources, good socialization and coordination. The strategy focuses on improving water tourism.

It is hoped that the increasingly larger village fund budget will be able to reduce poverty rates and improve community welfare. In 2015, the Village Fund budget was IDR 20.7 trillion, with an average allocation of IDR 280 million for each village. In 2016, Village Funds increased to IDR 46.98 trillion with an average for each village of IDR 628 million and in 2017 it increased again to IDR 60 Trillion with an average for each village of IDR 800 million (Sri Mulyani 2017).

2. Method

This research uses qualitative research methods which aim to understand social reality, namely seeing the world as it is, not the world as it should be, so qualitative researchers must have an open minded nature towards social phenomena. Me-leong (2012) defines that qualitative research is scientific research which aims to understand a phenomenon in a natural social context by prioritizing a process of in-depth communication interaction between the researcher and the phenomenon being studied and reinforced by certain data. This research method was used to analyze data related to the BUMDes strategy and the tourism management model for the Grobogan Reservoir, Bendo Village, Cotton District, Bojonegoro Regency. This research was conducted in Bendo Village, Kapas District, Bojonegoro Regency, East Java. Research and writing of research results reports will begin in October 2023 – May 2024.

The subjects referred to in this research are informants who are clear regarding their duties and functions who can provide accurate and significant information related to the BUMDES strategy for Grobogan Reservoir tourism. The informants were determined using purposeful sampling, which means selecting informants who aim to fulfill several criteria, such as who are the right people, who are competent, who can provide reliable information whose truth and accuracy are Creswell (2009:77). Based on this, several informants who were deemed to meet several criteria to be used as subjects in this research included the following :

a) Village head, informant regarding details of funds received from the village fund program. b) Chairman and Treasurer of Bumdes, informants regarding details of funds allocated for reservoir tourism. c) Chairman of the Pokdarwis (tourism awareness group) Grobogan Reservoir, informant regarding history, management, obstacles, organizational structure and general activities. d) Treasurer of the Grobogan Reservoir Pokdarwis, informant related to the reservoir tourism fund. e) Members of the Grobogan Reservoir Pokdarwis, informants regarding the job description and welfare of each member. f) Grobogan Reservoir Tourism Traders Association, informants regarding the benefits of reservoir tourism on the traders' economy. g) All residents of RT: 01 Bendo Village, informants are concerned with the welfare of the surrounding community considering that the Grobogan reservoir tourist location is in the neighborhood of RT; 01.

- Outline of Question Guide for informants (reservoir managers):

1) What is the initial history of the formation of the Grobogan reservoir tourism?; 2) What kind of obstacles were experienced during the process of establishing the Grobogan reservoir tourism?; 3) How to overcome these obstacles?; 4) Currently, what obstacles are being faced in relation to the development of Grobogan reservoir tourism?; 5) In your opinion, what is the solution to the obstacles currently being faced?

- Outline of Question Guide for informants (Village Head):

1) What is the village government's perception regarding Grobogan reservoir tourism?; 2) During the process of establishing reservoir tourism by the management, what was the attitude of the village government at that time?; 3) Was there any significant assistance provided?; 4) Currently, what obstacles are being faced in relation to the development of Grobogan reservoir tourism?; 5) In your opinion, what is the solution to the obstacles currently being faced?

- Outline of Question Guide for informants (Chair of BUMDES):

1) What is the perception of BUMdesa regarding Grobogan reservoir tourism?; 2) During the process of establishing reservoir tourism by the management, what was the attitude of BUMdesa at that time?; 3) Was there any significant assistance provided?; 4) Currently, what obstacles are being faced in relation to the development of Grobogan reservoir tourism?; 5) In your opinion, what is the solution to the obstacles currently being faced?

Creswell, 2009:63 reveals four steps of data analysis and their interpretation in Qualitative research, namely: (1) determining the case/phenomenon to be studied; (2) choose the form of data to be searched and collected; (3) researchers carry out interpretations directly, interpretations that are appropriate to the conditions and circumstances of the case/phenomenon will be in harmony with the aims and objectives of the research, each interpretation can describe the meanings contained in a case/phenomenon being studied, which are integrated can describe the overall pattern which appear in the field such as inhibiting factors and others; (4) in the end, the researcher develops naturalistic generalizations through data analysis from the interpretations that have been made. These generalizations are taken from people who can learn from a phenomenon/case, whether they can apply it to

3. Result and Discussion

1) The theme discussed in this research is the BUMDes strategy and tourism management model for the Grobogan reservoir, Bendo village, Cotton subdistrict, Bojonegoro district, which can increase village income and the welfare of local communities; 2) most of the data collected is the result of interviews and documentation of the condition of the Grobogan Reservoir from before it became a tourist attraction until it is now a tourist attraction, presented here in several pictures:

Figure 2.1 Reservoir rim area



Figure 2.2 Reservoir flank area



Figure 2.3 West plain of the reservoir



Figure 2.4 Entry point



Figure 2.5 Children's play area



Figure 2.6 Replica of a selfie boat



Figure 2.7 Reservoir Traders Association



3) Interpretation of the data in Figure 2.1 is regarding the initial location of the discussion and committee meeting on August 17 by Karang Taruna, which then had the idea to beautify it to make it more comfortable. The creativity of the various country flags in the picture was inspired by the World Cup event which was taking place at that time; Figure 2.2 is the side of the reservoir which has been added with swings and decorative symbols of love as a place for selfies considering that more and more young people are visiting; Figure 2.3 is a plateau to the west of the reservoir which is made to look like a colorful tunnel; Figure 2.4 is the initial entry point for visitors to enter the reservoir via the main bridge to the main location; Figure 2.5 is a playground built for children because increasingly, reservoir tourism is not only visited by young people but is also a family recreation facility; Figure 2.6, one of the photo rides in the form of a boat made by mutual cooperation; Figure 2.7 Several food stalls managed under the auspices of the Grobogan Reservoir tourism traders association.

4) The enthusiasm to make something more beautiful and useful was the initial capital for the youth of Karang Taruna to create the Grobogan Reservoir as a tourist attraction, with minimal costs and that too from joint contributions, which then the village saw this as potential and ultimately wanted to provide financial assistance and start making it a tourist attraction. Grobogan Reservoir as part of a Village-Owned Enterprise, a pattern like this can be implemented in areas with similar natural potential, this is proven by comparative studies that have been carried out by the Bendo Village Tourism Awareness Group (Pokdarwis) in several similar locations such as the Reservoir. Selorejo Batu, Pujon Kidul rice field cafe and Langgeran Yogyakarta.

The discussion in this research refers to the research results obtained in the form of documentation data and interview results, in Figures 2.1, 2.2 and 2.3 which are purely the result of mutual cooperation between the youth of the Bendo village youth group with the spirit of "Seng penteng mlakuO Sek", the spirit of SOS, that's what the youth of Karang Taruna call their hard work motto. They think that if they wait for the village to provide assistance, their vision will certainly be difficult to realize, remembering that at various formal activity meetings at the village hall, they proposed their vision regarding the development of the reservoir as their base camp. always rejected.

The actions carried out by the young people of Karang Taruna who later formed a group called the tourism awareness group (pokdarwis) can be called instrumental rational actions, which according to Weber in Wirawan (2009), instrumental rational actions are actions aimed at achieving goals that are rationally calculated and pursued by the actor concerned.

The initial goal of the reservoir management was to make the location more comfortable when discussions and work meetings were held, then it developed into how the place could generate income by seeing more and more visitors coming because photos of the beautiful results of the mutual work were uploaded and shared on social media such as Facebook, Twitter and Instagram.

The village then saw this as a tourism potential which in the end was willing to provide initial assistance with a nominal value of 40 million rupiah. These funds were allocated to further beautify the reservoir and surrounding area. Figures 2.4, 2.5, 2.6 and 2.7 are changes after the tourism awareness group received assistance from the village . Assistance from the village has increasingly increased the motivation of tourism awareness groups to further develop the reservoir for the better, it has been proven that management plans are starting to be implemented, starting with the formation of reservoir tourism merchant associations, managing parking, entrance tickets and providing outbound packages for pupils, university students and employees of certain companies.

These findings are in accordance with the results of Wijayanto's 2017 research on the potential for developing water tourism in the Jatibarang reservoir, Semarang, the results of which were based on an analysis of perceptions of the attractiveness of the tourist attraction. The majority of respondents (77%) stated that the condition of the tourist attraction was in good condition regarding the physical condition of the reservoir, while the facilities and accessibility were in good condition. very good after renovation. This condition is in accordance with the opinion of Suwantoro (2002), who said that the development of tourist facilities that take into account conditions and location will increase access to the tourist attraction which will later benefit the tourist attraction itself. The majority of respondents stated that the tourist attraction at the Jatibarang Reservoir tourist attraction was in good condition, the combination of natural and artificial attractions was able to attract visitors' interest in traveling.

The relatively fast development of Grobogan Reservoir tourism has made the Bojonegoro Regency Tourism Office want to contribute to realizing the master plan for reservoir management, namely towards a tourist village. The initial step is to invite tourism awareness groups (pokdarwis) as reservoir managers for comparative studies to various tourist attractions that are similar and in accordance with master plan. The village-owned business entity finally decided to make Grobogan Reservoir tourism one of the business units of the village-owned business entity so that Grobogan Reservoir tourism would receive large funds with the aim of increasing village income and the welfare of the local community.

This decision strategy is relatively appropriate because the other business units of the Bendo village business entity have not provided significant profits, in fact one of the business units, namely the rice barn and waste bank, experienced losses. Funds worth 100 million rupiah were given by the Bendo village business entity in stages to the reservoir management for various reservoir needs such as building new rides such as duck boats and floating houses as well as to finance the maintenance of all the rides.

The results are quite significant, it is proven that reservoir tourism can increase village income because previously it had not contributed, now 20% of the profits from reservoir tourism go to the village's original income (PAD) and village-owned enterprises (BUMDES) bendo / 6 months.

The welfare of the local community seems to be getting better with the opening of the Grobogan reservoir tourism, as can be seen from the adoption of new professions for local people who were previously unemployed to get jobs such as trading inside and outside the tourist area, band festivals to entertain visitors and parking attendants whose membership is rolled out at each Neighborhood Unit.

The strategy of village-owned enterprises that focus on tourism potential, especially natural/water tourism, is very significant in increasing village income and the welfare of local communities, this is in accordance with research on "IMPLEMENTATION OF BUMDES PROGRAM AND OPTIMIZATION OF WATER TOURISM IN PAGEDENGAN VILLAGE, PAGEDENGAN DISTRICT, TANGERANG DISTRICT". By Yuni (2015) ISIP journal Sultan Ageng Tirtayasa University, The results of this research show that the implementation of the bumdes program has generally gone well, especially from a financial and planning perspective on the optimal water tourism bumdes aspect so that the bumdes program in this field can increase original income village because it is supported by quality human resources, good socialization and coordination.

4. Conclusion

Realizing community welfare is the dream of all Indonesian people, for this reason it is necessary to make collaborative efforts between the government and its officials and the community down to the lowest level. Village-owned enterprises as the hope of the existence of the village ministry are expected to improve the welfare of village communities with various business units that support Village activities that are useful and able to support unique local potential are beneficial for local communities and the focus on natural/water tourism is proof of the success of one of the Bumdes strategies in order to increase village income and the welfare of local communities.

The initial goal of the reservoir management was to make the location more comfortable when discussions and work meetings were held, then it developed into how the place could generate income by seeing more and more visitors coming. A simple, effective marketing strategy is to maximize social media, because beautiful photos of the results of mutual cooperation are uploaded and shared on social media such as Facebook, Twitter and Instagram. Actions that are thought to have great economic potential should be carried out immediately without waiting for assistance from related institutions, especially when these thoughts have been agreed upon as a group, if these results are realized in the form of something of economic value, it will give rise to many investors, whether in the form of related institutions or the private sector..

Author Contributions

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