

Village Owned Business Unit Selection "Rakat Mufakat Kadundung Village, South Kalimantan

Hani Subagio, Shinta Heru Satoto, Agung Satmoko

Universitas Pembangunan Nasional Veteran Yogyakarta
Email: hanisubagio@upmyk.ac.id

Abstract

This research aims to determine the type of BUMDes "Rakat Mufakat" business that can support village economic growth by the village potential owned by Kadundung Village. This research was conducted using the Precipatory method. Rural Appraisal (PRA), namely by conducting studies on rural conditions, which include mapping of village potential, identifying habits and seasons, and mapping business potential with Hierarchy Value Alignment (HVA) analysis to determine the best type of business according to village potential. The results showed that there were three types of businesses that could be carried out by BUMDes Desa Kadundung, namely making fruit chips, establishing cafeterias, and optimizing tent rental.

Keywords: Job satisfaction, employee engagement, and commitment.



This is an open access article under the CC-BY-NC license.

I. INTRODUCTION

Following the Law of the Republic of Indonesia No. 6 of 2014 concerning villages, the formation of BUMDes is very much needed by the village as an effort to empower the community as well as increase local revenue. Based on website data, www.bumdes.id It is known that out of a total of 74,546 new villages, it turns out that only 18,446 villages have BUMDes, and of these, only about 2,146 BUMDes are active. Some of the reasons for this, among others, are because the village potentials that can be developed are not known and the absence of competent human resources to develop BUMDes.

Kadundung Village is one of 16 villages located in North Labuan Amas District, which has an area of 14.16 km². 70% of the land in Kadundung Village is rainfed and lebak. Kadundung Village already has a BUMDes that was founded in 2016 under the name "Rakat Mufakat." Several attempts have been made for land use and efforts to improve the village economy, but they have not been able to develop

properly due to the limited resources they have and the lack of socialization of the functions and roles of BUMDes to the village community. □

II. RESEARCH METHODS

The research was conducted in Kadundung Village, Labuan Amas District, Hulu Sungai Tengah Regency, Central Kalimantan, from March to August 2020 by mapping the village potential using the method Precipatory Rural Appraisal (PRA). Participatory Rural Appraisal (PRA) or also called participatory planning, is one stage in increase community independence in identifying something which is done by encouraging people to be able to dig potential that can be developed by BUMDes. The output of the Participatory Village Situation Study is a description of the problems faced by the community, the potential, and opportunities for development. Participatory studies are given the opportunity for the community to discuss and share experiences and knowledge. □

Some of the stages carried out in the study of the state of PRA activities include mapping of potential through village maps, identifying habits and seasons through a seasonal calendar, and mapping business potential. Village potential mapping is an activity or activity to identify and describe the position and spread of potential and problems in a village area (Sabatina et al., 2015). Village potential mapping is carried out by looking at the potential resources, which include natural resources, human resources, as well as facilities and infrastructure owned by Kadundung village. Identification of habits shows what always happens in society, while identification of the seasonal calendar shows changes and recurrence of conditions such as weather or season conditions, division of labor, religious events, community consumption patterns, even the presence of pests and/or disease and so on. -Other within a certain period (seasonally). The results obtained are important information as the basis for developing a plan to determine the type of BUMDes business. The final stage of mapping business potential is carried out by considering the availability of raw materials, the ability to implement, social benefits, profit opportunities, and threats that may be faced using a participatory approach. From the considerations made, the selection of business units is carried out using the Hierarchy Value Alignment (HVA) process, which is an analysis to determine the highest hierarchical value based on the value of the objects under study.

III. DISCUSSION

III.1. Village Potentials

Mapping of village potential is carried out by knowing the potential of natural resources owned by the village, which includes the potential of natural resources, human resources as well as facilities and infrastructure owned by Kadundung village. The results of the mapping of the Kadundung village potential are: □

a. Natural resource potential

Agriculture and Plantation

Kadundung Village has great potential in the agricultural sector because, based on village data, there are 330 families of agricultural landowners where the majority of the land is used for 200

hectares of paddy rice, five chili plants, Ha, and tomatoes covering an area of 5 ha. The marketing that has been carried out so far is that some are sold to the market, some to middlemen and retailers, some are sold directly to consumers, and some are not sold, namely when there is an imbalance in market prices. For the plantation sector, Kadundung Village has plantation potential such as coconut plantations covering an area of 2.5 hectares with a potential yield of 7 tons/ha, while rubber plantations are covering an area of 1 hectare with a potential yield of 6 tons/ha. □

Animal Husbandry and Fisheries

For the livestock sector, the livestock that is mostly cultivated in Kadundung Village are cows, native chickens, ducks, geese, quails, rabbits, and goats, with livestock production in the form of eggs and meat. Meanwhile, in the fishery sector, Kadundung Village has a freshwater fish cultivation production facility, namely a pond or pond. The utilization of these production facilities is for the cultivation of tilapia, catfish, corm, sepat, and carp. □

b. Potential Human Resources

Kadundung Village has a population of 1802 people consisting of 857 men and 945 women. The number of families in Kadundung Village is 657 families, with a population density of 176 people/km. Based on the education level of the population, it is known that the majority of the population in Kadundung Village has graduated from SMP / equivalent, namely 269 people and 274 people who graduated from high school/equivalent. The majority of the people in Kadundung Village are farmers, namely 269 people. Based on data from Kadundung Village in 2015, it is known that the average income per family member is Rp. 500,000 - up to Rp. 5,000,000, -. □

c. Facilities and Infrastructure

Kadundung Village has an area of 14.16 km², where 70% of the land in Kadundung Village is rainfed and lebak. So far, land use has not been maximized due to limited resources.

Kadundung Village has the infrastructure in the form of tents, which are usually rented both for the scope of Kadundung Village and other villages, but the rental price is not maximal because management is not optimal due to inexperienced resources. Kadundung village also has the village's agricultural equipment and machinery infrastructure that has not been fully utilized.

□

III.2. Identification of Habits and Seasons

The results of the identification of community habits show that some people prefer processed products from outside the village of Kadundung because the products are more attractive and diverse. The majority of residents work between 07.00 and 17.00 and rarely do activities at night because there are no facilities that are open at night. In certain areas, there are still residents who tend to be conservative and do not want to accept a change. □

The results of the participatory identification of the seasonal calendar show that in certain seasons, namely the maulid season and the fasting month, the need for staples is high. More people buy food from outside than make their own. During the Qurban holiday season, the need for cattle and goats is high. During the dry season, especially during the 9th to 11th month, the availability of unhulled rice is high because many farmers in the lowlands harvest. In the rainy season, pests attack more in the cultivation sector, such as agricultural cultivation, fisheries, livestock, and plantations. And during the fruit season, the abundant harvest makes the price cheaper, and the fruit that is of poor quality tends to fall in price. □

III.3. Mapping business potential

Based on the consideration availability of raw materials, the ability to execute, social usefulness, profit opportunities, and threats, then analyze with a participatory approach. The results of tabulation and analysis of participatory business type selection are presented in the table □

Table 1. Results of Tabulation and Analysis on the Selection of Business Types in Kadundung Village

Business	Analysis (1-5)					Total
	availability of raw materials	Ability to carry out	Social	Benefit Opportunity Profits	Threats	
Tent rental	4	5	5	2	5	21
Café	4	4	4	5	4	21
Cultivation of straight wood	4	4	5	5	3	21
Brokering morning □	5	5	5	4	4	23
Agricultural kiosk	4	4	5	4	4	21
Cultivation of peanuts	4	4	5	4	3	20
Making organic fertilizer	3	3	5	4	4	19
Cayenne pepper cultivation	4	3	3	4	4	18
Ducks fattening	4	4	4	4	2	18
Beef cattle	4	4	4	4	2	18
Oyster mushroom cultivation	3	4	4	5	2	18
Laying ducks	4	3	4	4	2	17
Pumpkin flour (<i>processing</i>)	4	3	4	2	4	17
Bamboo crafts	4	4	4	2	3	17
Department stores	2	2	5	4	4	17
Intestinal chips (<i>processing</i>)	3	2	4	4	3	16
Pick up transport services	3	4	2	2	3	14
Fruit chips (<i>processing</i>)	5	4	4	4	4	21

Based on the considerations and the Hierarchy Value Alignment (HVA) process in table 1, the selected businesses for the Kadundung BUMDes are:

1. Making fruit chips.
2. Establishment of cafes.
3. Optimization of Tent Rental the selected business is a business that is divided into three divisions, namely businesses that have criteria or the potential to grow and become large and social businesses. □

III.4. Selection of Business Type

Making fruit chips

Fruit chips are one of the processed fruit chips that are processed in such a way using a vacuum machine with a temperature of not more than 90 degrees Celsius. Fruit chips are one of the most popular snacks from children to adults. In addition to its delicious taste, the nutritional content of the fruit itself does not decrease, considering the frying is at a low temperature so that the nutrients in the fruit are still maintained. □

In terms of the availability of raw materials, fruit which is raw material is easy to get in Kadundung Village, because in addition to Kadundung Village, neighboring villages also produce a lot of raw materials in the form of fruits such as pineapple, mango, jackfruit, and so on. The varied seasons of fruit often lead to bountiful harvests so that the price of fruit is very low. The processing of fruit into chips is expected to be able to make fruit yields more valuable and have a high selling price. □

The challenge that needs to be met in terms of the fulfillment of raw materials is finding and providing raw materials with good quality, with original flavors, and continuously. For this reason, when this fruit chip-making business can be successful, it is necessary to collaborate with fruit plant farmers to provide and supply fruit continuously with quality according to standards. Concerning labor, the need for labor in processing or making fruit chips is not small; starting from the process of peeling fruit to packaging requires a separate workforce. This can be a solution for employing residents so that these residents get income from working as BUMDes employees in processing fruit chips. □

The business analysis for the success opportunities of a fruit business with a production time of 1 month is presented as follows:

Table 2. Estimated costs and profits of fruit chips making business

Sales	25,000 pcs @ Rp. 10,000, -	Rp. 25,000,000
Raw materials:		
Fruits	Rp. 10,000,000	
Utilities	Rp 6,100,000	
Labor	Rp 4,500,000	
Equipment	Rp 30,000,000	
Equipment depreciation	Rp 500,000	
Total Cost		Rp 21,100,000
Profits		Rp 3,900,000

Threats in the production of fruit chips are 1) New competitors, 2) availability of raw materials, 3) Quality of production is not standardized. In overcoming this, a possible solution is to continue to strive to innovate and provide good service so that customers feel a good relationship. If the demand is good, then BUMDes can also make efforts to cultivate themselves or collaborate for fruit cultivation. Besides, there is also a need for standardization through the creation of a Standard Operating Procedure (SOP).

Cafeteria

In doing a cafeteria business, marketing is the most important key to a business. Marketing greatly affects the success or success of a business, especially in being able to survive in intense competition with its competitors. So, a strategy is marketing carried out to create successful marketing that makes people want or "feel like" the products or services that have been offered. □

In terms of products, BUMDes can provide a variety of food and beverage menus by utilizing natural products in the form of fruits and livestock products. For the business opening stage, the most appropriate way to choose the main product of the Kadundung Village BUMDES cafeteria is to provide more menus for testing and measuring or evaluation. When a menu or product is found that is more in demand by the market, the menu is then used as the main menu and even the mainstay menu for the Kadundung Village BUMDES cafeteria. In selecting the location where the BUMDes cafeteria is established, the village land can be utilized, which has not been managed optimally. There are three choices of locations for the establishment of the cafe, namely: first, in front of the Kadundung village hall; second, in the eastern part of Kadundung where it is more populated and close to schools, or the third is in other villages such as Kasarangan Village which is close to the administrative center of North Labuan Amas District. □

Regarding promotion, it is mutually agreed that all those involved in the cafeteria business process must be active as a salesperson and public relations who actively offer BUMDes cafeteria products and maintain the good name of BUMDes to consumers and potential consumers. Then in terms of promotional media, the cafeteria that is made must meet the principle of "eye-catching" so that it is attractive to customers or consumers. Installation of banners, banners in rich colors can be done to attract customer interest. In determining the price, it is necessary to first analyze how the purchasing ability of potential local buyers and how many predictions will be sold every day or every month. If the location of the establishment is strategic where there are a lot of residents, then the chances of visiting will be high.

The estimated costs and profits of the cafeteria business for one month are as follows. □

Table 3. Estimated costs and profits for the business Cafeteria

Sales	30 days@ Rp. 1,070,000 -	Rp. 32,100,000
Raw materials	Rp. 16,355,000	
equipment	Rp. 1,000,000	
Labor	Rp. 4,500. 000	
Rental of premises	Rp. 500,000	

Construction and decoration Equipment	Rp. 7,000,000 Rp. 13,300,000.	
Depreciation of equipment. Depreciation of building	Rp. 221,000 Rp. 116,000.	
Total cost		Rp. 22,682,000.
Profit		Rp. 9,418,000.

Some of the threats that are often faced in the cafeteria business include competition with competitors, the emergence of new competitors, and product quality changes. To anticipate these three threats or risks, BUMDes Desa Kadundung must always be open to innovation. Innovation is important to do so that it can be a differentiating factor from other competitors. Also, more attention needs to be paid in terms of heart-to-heart service because even though there are competitors with the same product, consumers will not switch because there has been inter-heart communication. Besides, what BUMDes needs to do is make a standard operating procedure (SOP) on the materials used so that the quality does not change so that it does not disappoint buyers or customers.

Optimizing the rental of tents. □

Kadundung village has facilities that can be leased and generate cash flow for the village. According to the mutual agreement, these facilities are now managed by BUMDes to be managed. The facilities in Kadundung Village are tents. Tents are needed when someone is holding an "event," for example, for weddings, circumcisions, the inauguration of shops, even some people who die are still needed. In short, tent rental services are needed for a fun and happy occasions. Not to mention if there are seasonal events such as general elections, presidential elections, governor elections, regent elections, village head elections, and even RT or RW elections, everything requires tent rental services. □

Optimization means optimizing something so that it can be more useful than before. So, in this case, the optimization of tent rental means that this resource becomes more efficient. The optimization process here is, for example, by making innovations or adding several facilities that attract people to want to rent these facilities/facilities. □

Overview tent rental business analysis within one month are presented as follows: □

Table 4. Calculation of Cost and Revenue Tent Rental

	Quantity	Unit Price	Total
Gross Revenue	4	Rp 400.000, -	Rp 1.600.000, -
Cost:			
Tent & Table	1 set		Rp 15,000,000, -
maintenance costs			Rp. 200,000 - □
Labor	Two people x 4 HK □	Rp. 50,000 - □	Rp. 400,000 - □
Transportation	4	Rp. 50,000 - □	Rp. 200,000 - □
Total cost			Rp. 1,050,000, -

Profit			Rp. 550,000 - □
--------	--	--	-----------------

The threat that needs to be anticipated in this tent rental service is the lack of good service that makes service users disappoint. Also, based on participatory identification, it is known that tenants from internal village parties themselves want lower rental prices. This condition means that there is a reduction in income, which affects the flow of income to BUMDes. For this reason, education is needed so that internal village parties want to rent at the same price or maybe a little more economical than other public tenants. □

IV. CONCLUSION

Based on the results and discussion of the mapping of business potential in Kadundung Village, it can be concluded that the business potential that is by the village's potential and problems is the manufacture of fruit chips, cafeterias, and optimization of tent rental. It is hoped that this selected business can be carried out and will bring positive cash flow for BUMDes and can become a forum for employment so that it has social benefits for Kadundung Village.

REFERENCES

- Ahmad, J. (2015). *Public Administration Research Methods*. Yogyakarta: Publisher Gava Media.
- Articles of Association of the Village-owned BUMDes “Rakat Mufakat” of Kadundung Village, desakadundung.blogspot.cm/p//blog-page_3.html#
- BPS, Hulu Sungai Tengah Regency, 2015.
- Bambang, 2015, Mapping of Village-Owned Enterprise Development Policy Directions in Kaligondang District Purbalingga Regency, STAIN Curup Bengkulu, alexlesti@gmail.com
- Charivari, Anis, 2009, Philosophy and Qualitative Research Methods, *Workshop on Quantitative and Qualitative Research Methodology*, Accounting Development Laboratory (LPA), Faculty of Economics, Diponegoro University Semarang, July 31 - August 1, 2009 □
- Gunawan. 2004. *Paper for the UKDW Lecturer Meeting, which will research in 2005*, URL:<http://uny.ac.id>, accessed May 19, 2007, 15.25 WIB. □
- Madya, S., 2006. *Theory and Practice of Action Research (Action Research)*, Bandung: Alfabeta.
- Nilawati, Evi, 2018, Management Analysis of Village-Owned Enterprises (BUMDesa) "Hanyukupi," Ponjong Village, Ponjong District, Gunungkidul Regency, *Journal of Performance Discourse*, Volume 21, Number 1, June, pp. 49-72
- Sabatina, D., Trisnanto, TB, Fitriani, 2015, Selection of Village-Owned Enterprises (BUMDES) Sehati Using Methods Developed by PT Syncore Indonesia, Scientific Works, Department of Economics and Business, Lampung State Polytechnic, Jl. Soekarno-Hatta
- Setyobakti, MH, 2017, Identification Of Business Enterprises Bumdes Based On Social And Economic Aspects (Case Study At Bumdes Ijen Lestari Tamansari Village District of Banyuwangi), *Scientific Journal of Accounting and Management (JEMA)* Vol. 14 No. 2 (2017), pp. 101-110

- Sofyani, H., Atmaja, R., and Rezki, SB, 2019, Success Factors of Village-Owned Enterprises (BUMDes) Performance in Indonesia: An Exploratory Study, *Journal of Accounting and Investment*, vol. 20 no. 2, pp. 45-58, Jaka
- Sulaksana, and Nuryanti, Irni, 2019 Development Strategy for Village-Owned Enterprises (Bumdes) Case in Bumdes Mitra Sejahtera, Cibunut Village, Argapura District, Majalengka Regency, *Journal of Agricultural Economics and Agribusiness (JEPA)*, Volume 3, Number 2, pp.348-359
- Susyanti, Jeni, and Wahyu, Agung, M., 2019, The Analysis of Putukrejo Village Government Readiness in Forming BUMDes As a Development Efforts of Rural Communities based on Creative Economy, *International Journal of Economics Business and Accounting Research (IJEBAR)*, Vol 3, Issue 3, October, pp.270-282
- Syahrul, Efendi, 2019, Village-Owned Business Development Strategy by the Government of Rajadesa Village, Raja Village District, Ciamis Regency, *Dinamika: Scientific Journal State Administration Science*, Volume 6, Number 4, December, pp. 327-338
- Widiastuti, H., Kresnawati, E., and Utami, ER, 2019, Mapping Village Potential in Realizing Bumdes in Moyudan District, *BERDIKARI Journal*, Vol. 7, No.1, Februari, pp. 1-13
- Yudiardi, Deni, and Karlina, Nina, 2017, Identification Of Supporting And Inhibiting Factors Of Bumdes (Village-Owned Enterprises) Village Development Planning In Sukarame District Garut, *Global Journal of Politics and Law Research*, Vol. 5, No.1, February, pp. 1-14