

## **ABSTRAK**

### **STRATEGI DINAS PEMBERDAYAAN MASYARAKAT DAN KAMPUNG KABUPATEN LAMPUNG TENGAH DALAM PENGUATAN KAPASITAS BADAN USAHA MILIK KAMPUNG**

**Oleh**

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Banyaknya Badan Usaha Milik Kampung (BUMK) di Kabupaten Lampung Tengah yang masuk dalam klasifikasi dasar mengindikasikan masih cenderung lemahnya kapasitas BUMK sebagai lembaga ekonomi kampung. Penelitian ini bertujuan untuk mengetahui strategi penguatan kapasitas BUMK Oleh Dinas Pemberdayaan Masyarakat dan Kampung (DPMK) Kabupaten Lampung Tengah. Analisa strategi DPMK Lampung Tengah dalam penguatan kapasitas BUMK dilakukan menggunakan teori strategi J. Kootten yakni strategi program dan strategi kelembagaan.

Penelitian ini menggunakan metode deskriptif kualitatif. Data dalam penelitian ini diperoleh melalui metode wawancara dengan 11 informan yang terdiri dari pihak pemerintah, Tenaga Ahli dan pengelola BUMK. Kemudian metode dokumentasi dilakukan melalui pengumpulan dokumen Renstra, laporan kegiatan DPMK serta peraturan-peraturan terkait. Pengujian keabsahan data dilakukan menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa dalam upaya penguatan kapasitas BUMK, DPMK Lampung Tengah menjalankan strategi program melalui perumusan program pembinaan dan pemberdayaan BUMK. Proses perumusan program tersebut dilakukan dengan memperhatikan aspek kekuatan, kelemahan, peluang dan ancaman, namun terdapat hal dalam aspek kelemahan dan peluang yang kurang terakomodir sehingga proses perumusan program tersebut belum berjalan secara ideal. Pelaksanaan program tersebut terdiri dari kegiatan pelatihan wirausaha, sosialisasi pemanfaatan potensi kampung dan Bimtek pengelolaan administrasi keuangan, dimana *outcome* dari program tersebut berupa penambahan unit usaha di beberapa BUMK. DPMK Lampung Tengah juga menjalankan strategi kelembagaan melalui sinergitas elemen di internal organisasi seperti Bidang 3, Sub Bagian Umum dan Sub Bagian Keuangan dalam program pembinaan BUMK serta sinergitas dengan pihak eksternal seperti Tenaga Ahli, Kemendes serta berbagai pihak seperti Bapenda, Bank Lampung, Dinas PMDT Provinsi dan Kepolisian Daerah dalam program E-Samdes.

**Kata kunci :** Strategi, penguatan kapasitas, BUMK

## **ABSTRACT**

### **COMMUNITY EMPOWERMENT AND THE VILLAGE OFFICES OF CENTRAL LAMPUNG DISTRICT STRATEGY IN STRENGTHENING CAPACITY OF VILLAGE-OWNED ENTERPRISES**

**By**

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The large number of Village-owned enterprises (BUMK) in Central Lampung District that are included in the basic classification indicates the lack of capacity BUMK as Village economic development. This study aims to determine the strategy for strengthening the capacity of BUMK by the PMK Offices (DPMK) in Central Lampung District. Analysis strategy of the Central Lampung DPMK in strengthening the capacity of BUMK is carried out using J. Kootten's strategy theory, namely program strategy and institutional strategy.

This study used descriptive qualitative method. The data in this study were obtained through interviews with 11 informants consisting of the government, experts and BUMK manager. Then the documentation is carried out through the collection of strategic plan documents, DPMK activity reports and related regulations. Testing the validity of the data is done using source triangulation.

The research results show that in an effort to strengthen the capacity of BUMK, Central Lampung DPMK implements a program strategy through the formulation of BUMK development and empowerment program. The program formulation process is carried out by taking into account the aspects of strengths, weaknesses, opportunities and threats, but there are things in the aspects of weaknesses and opportunities that are not accommodated so that the program formulation process has not run ideally. The implementation of the program consists of entrepreneurial training activities, socialization of Village potential utilization and technical guidance on financial administration management, where the outcome of the program is the addition of business units in several BUMKs. Central Lampung DPMK also carries out an institutional strategy through the synergy of several elements within the internal organization such as Field 3, the General Sub-Section and the Finance Sub-Section in the BUMK development program as well as synergy with external parties such as experts, ministry of Village and with Bapenda, Lampung Bank, PMDT Provincial offices and regional police in the E-Samdes program.

**Keywords** : Strategy, capacity building, BUMK