

ABSTRAK

STRATEGI DINAS PEMBERDAYAAN MASYARAKAT DESA DAN TRANSMIGRASI DALAM PENGEMBANGAN BADAN USAHA MILIK DESA (Studi pada Dinas Pemberdayaan Masyarakat Desa dan Transmigrasi Provinsi Lampung)

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Penelitian ini bertujuan untuk menganalisis strategi DPMDT Provinsi Lampung dalam pengembangan BUMDes berdasarkan tujuh aspek penilaian: kelembagaan, manajemen, usaha, kemitraan, permodalan, administrasi, dan manfaat. Menggunakan metode kualitatif, data diperoleh melalui wawancara, observasi, dan dokumentasi dari pejabat DPMDT, TAPM, dan penggerak swadaya masyarakat. Hasil menunjukkan dari 2.155 BUMDes, hanya 15 yang tergolong maju dan 109 berkembang. Permasalahan yang ditemukan mencakup status hukum yang belum jelas, pelatihan tidak merata, rendahnya literasi digital, serta ketergantungan pada Dana Desa. Namun, DPMDT memiliki kekuatan dalam regulasi, pendampingan teknis, akses dana, serta potensi kemitraan. Melalui analisis SWOT, strategi SO (Strength–Opportunity) menjadi pilihan utama. Strategi ini mencakup percepatan legalisasi BUMDes, integrasi Dana Desa dengan program nasional, penguatan kemitraan swasta, pelatihan manajerial, dan pengembangan usaha digital berbasis potensi lokal. Strategi ini dinilai paling efektif karena memanfaatkan kekuatan internal untuk menjawab peluang eksternal. Kesimpulan menunjukkan bahwa pengembangan BUMDes memerlukan kebijakan yang konsisten, kolaboratif, dan berbasis potensi lokal. Saran diberikan agar DPMDT memperluas pelatihan rutin, mendorong inovasi usaha, dan membangun sistem pembiayaan yang mandiri.

Kata Kunci: Strategi, Pengembangan BUMDes

ABSTRACT

STRATEGY OF DINAS PEMBERDAYAAN MASYARAKAT DESA DAN TRANSMIGRASI IN THE DEVELOPMENT OF VILLAGE OWNED ENTERPRISES

***(Study in Dinas Pemberdayaan Masyarakat Desa dan Transmigrasi
Province Lampung)***

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This study aims to analyze the strategies of the Office of Community and Village Empowerment and Transmigration (DPMDT) of Lampung Province in developing Village-Owned Enterprises (BUMDes), based on seven assessment aspects: institutional, managerial, business, partnership, capital, administration, and benefits. A qualitative method was employed, with data collected through interviews, observation, and documentation involving DPMDT officials, Provincial TAPM, and community facilitators. Findings show that out of 2,155 BUMDes in Lampung Province, only 15 are categorized as advanced and 109 as developing. Identified problems include unclear legal status, uneven managerial training, low digital literacy, and high dependency on Village Funds. However, DPMDT has strategic strengths, including strong regulatory support, technical assistance, funding access, and partnership potential. Through SWOT analysis, the dominant strategy used is the SO (Strength–Opportunity) approach. This includes accelerating BUMDes legalization, integrating Village Funds with national programs, strengthening private sector partnerships, expanding managerial training, and developing digital-based local enterprises. This strategy is considered the most effective as it leverages internal strengths to address external opportunities. The study concludes that BUMDes development requires consistent, collaborative, and locally driven policy support. Recommendations include expanding regular training programs, encouraging business innovation, and building independent funding systems.

Keywords: *Strategy, BUMDes Development*