

ABSTRAK

STRATEGI PEMERINTAH DESA DALAM MEMAJUKAN BADAN USAHA MILIK DESA (Studi di Desa Wonomarto Kabupaten Lampung Utara)

Oleh

Susilo Hidayat Rangga

Keberadaan Badan Usaha Milik Desa (BUMDes) merupakan instrumen strategis pemerintah desa dalam mendorong kemandirian ekonomi dan kesejahteraan masyarakat. Namun, sebagian besar BUMDes di Kabupaten Lampung Utara belum mencapai kategori BUMDes maju. Berbeda dengan kondisi tersebut, BUMDes Swadesa Artha Mandiri Desa Wonomarto berhasil menempati peringkat tertinggi di tingkat kabupaten. Tujuan Penelitian ini adalah menganalisis strategi pemerintah desa dalam memajukan BUMDes dengan menggunakan teori Kooten yang meliputi strategi organisasi, strategi program, strategi pendukung sumber daya, dan strategi kelembagaan, serta dianalisis dengan tujuh kriteria BUMDes maju berdasarkan Keputusan Menteri Desa PDTT Nomor 177 Tahun 2024, yaitu administrasi, unit usaha, manfaat, manajemen, permodalan, kelembagaan dan kemitraan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi, kemudian keabsahan data diuji dengan triangulasi sumber. Hasil penelitian menunjukkan bahwa strategi tersebut diwujudkan melalui penguatan tata kelola administrasi dan pelaporan, pengembangan unit usaha berbasis kebutuhan dan potensi lokal, adanya manfaat untuk pengurus, pengelola dan masyarakat, penguatan permodalan dan peningkatan kapasitas sumber daya manusia, serta penguatan legalitas, kebijakan reshuffle pengurus berbasis kinerja, dan pengembangan kemitraan strategis. Strategi pemerintah desa yang terencana, responsif, dan berkelanjutan menjadi faktor kunci dalam memajukan BUMDes Swadesa Artha Mandiri.

Kata kunci: BUMDes, Strategi Pemerintah Desa, Desa Wonomarto

ABSTRACT

VILLAGE GOVERNMENT STRATEGIES IN ADVANCING VILLAGE-OWNED ENTERPRISES (A Study in Wonomarto Village, North Lampung Regency)

by

Susilo Hidayat Rangga

he existence of Village-Owned Enterprises (BUMDes) is a strategic instrument of village governments in promoting economic independence and improving community welfare. However, most BUMDes in North Lampung Regency have not yet reached the category of advanced BUMDes. In contrast, BUMDes Swadesa Artha Mandiri of Wonomarto Village has successfully achieved the highest ranking at the regency level. This study aims to analyze the strategies of the village government in advancing BUMDes by employing Kooten's strategic framework, which includes organizational strategy, program strategy, resource support strategy, and institutional strategy. The analysis is also based on seven criteria of advanced BUMDes as stipulated in the Decree of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 177 of 2024, namely administration, business units, benefits, management, capital, institutional structure, and partnerships. This research uses a qualitative method with a descriptive approach. Data were collected through observation, in-depth interviews, and documentation, while data validity was tested using source triangulation. The findings indicate that these strategies are implemented through strengthening administrative governance and reporting systems, developing business units based on local needs and potential, providing benefits for management, administrators, and the community, strengthening capital and enhancing human resource capacity, as well as reinforcing legal frameworks, implementing performance-based management reshuffles, and developing strategic partnerships. Well-planned, responsive, and sustainable village government strategies are the key factors in advancing BUMDes Swadesa Artha Mandiri.

Keywords: BUMDes, Village Government Strategy, Wonomarto Village