

SWOT Analysis and Strengthening Socialization for BUMDes Tetus, Kuanheum Village, West Kupang

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ABSTRACT

Village-Owned Enterprises (BUMDes) is one of the businesses that are expected to be able to revive the economy of villages in Indonesia. In supporting one of the Ministry of Village, Development, of Disadvantages Regions and Transmigration programs, the Community service team (KKNT-PPM) Widya Mandira Catholic University (UNWIRA) Kupang did the analysis and strengthening socialization for BUMDes in Kuanheum Village, West Kupang District, Kupang Regency. In the study, there were many weaknesses and threats that the management must know of BUMDes Tetus in Kuanheum Village. There are also advantages of the BUMDes and the village and opportunities that could be optimized for the village's progress. As a direct effort, the UNWIRA KKNT-PPM team carried out socialization, including facilitated discussions with various parties that could help the development of the village economy. This program is expected to be sustained and monitored to produce optimal results for the better development of Kuanheum Village.

INTRODUCTION

Badan Usaha Milik Desa (BUMDes) is a village business enterprise managed by the community and village government to strengthen the village economy and is formed based on the needs and potential of the village. BUMDes is a pillar of economic activity in the town that functions as a social institution (social institution) and commercial (commercial institution). In addition, BUMDes also acts as a social institution that favors the community's interests by contributing to the provision of social services. Meanwhile, as a commercial institution, it aims to seek profit by offering local resources to the market. 1 The establishment of BUMDes is based on Law No. 32 of 2004 jo. Law No. 23 of 2014 concerning Regional Government, Law No. 6 of 2014 concerning Villages and Pp. 72 of 2005 regarding Villages. In Law No. 32 of 2004 junction Law No. 23 of 2014 concerning Regional Government, in article 213 paragraph (1), it is stated that "Villages can establish village-owned enterprises following the needs and potential of the village" (Alfiansyah, 2021). Moreover, Micro- and small-business actors managed by BUMDES require assistance from BUMDES in the form of knowledge and finance from third parties (Astohar & Rahmadhani, 2020; Ridwan et al., 2021).

The potential of BUMDes as an independent business institution for village communities in providing the welfare of the village community itself (Purwanti et al., 2021). For rural people to develop their potential so that they are not harmed and benefit more, a backflow is needed in the equitable distribution of natural resources and policies. One of the BUMDes established to support or strengthen the village economy is BUMDes Tetus which was found to enhance Kuanheum village's economy. As one of the villages in West Kupang District, Kupang Regency, Kuanheum Village is considered capable of developing its potential, especially in tourism and the economy (saving and loans, water supply, and rental services). On this basis, a Tetus Village-Owned Enterprise (BUMDes) was established on March 1, 2017. The businesses owned by Kuanheum include natural tourism (enosea), clean water supply management, and saving and loan services. For the tourism sector, Kuanheum village has Enosea Beach, which is one of the potential tourist attractions there. It is commonly used as a recreational place. So on. the beauty of the sunset in Enosea beach is so captivating that the number of tourists increases each year even though the area has been closed for several months but is still visited during the holidays. Still, Enosea beach is not yet profitable because it is s three indigenous communities still administer it. BUMDes Tetus also manages clean water supply according to government laws and regulations, including Law No. 7 of 2004 concerning Water Resources. However, the progress of developing this business sector for bringing welfare to the community is still insignificant. The profits from the service should be sufficient to maintain the water resources themselves so that their management can be preserved.

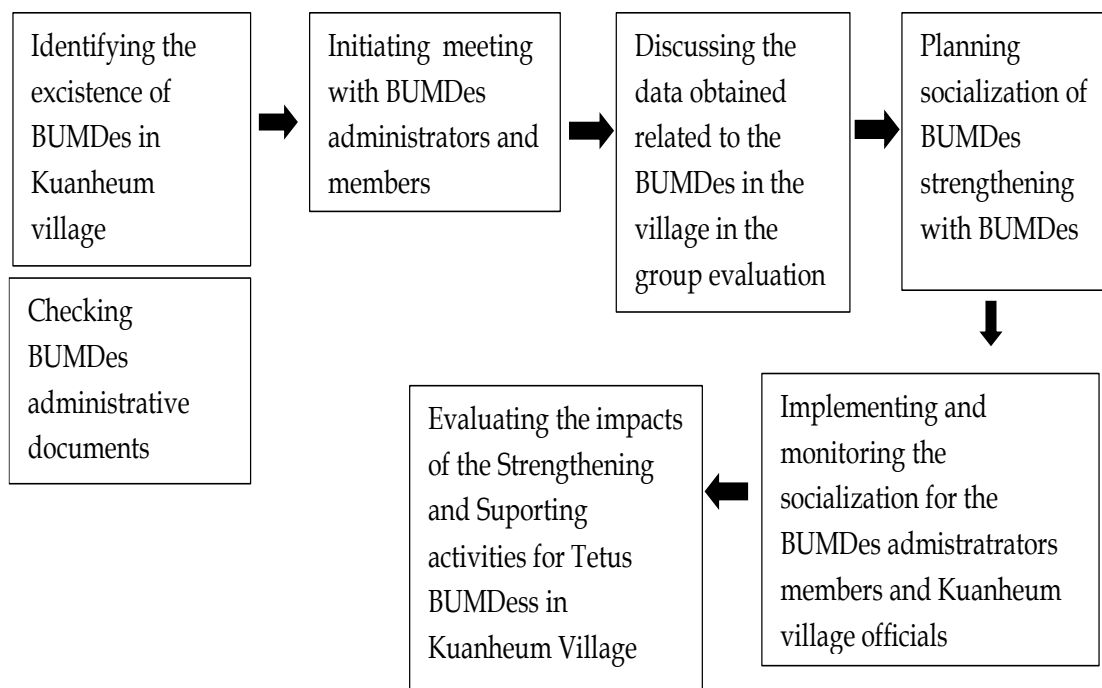
Kuanheum village is a village whose distance to Kupang city requires 49 KM. Therefore, the villagers who need to buy basic daily necessities must reach the

town. The BUMDes formed did not run optimally due to internal obstacles in the operational and management system. The community service team want to know what obstacles are being faced by BUMDes Tetus so that the implementation does not go according to expectations. Based on these conditions that have been described above, the team formulates the problem as follows:

1. How did the development of BUMDes Tetus after it was formed?
2. According to SWOT analysis, what factors and strategies can influence the development of BUMDes Tetus as one of the pillars of Kuanheum's economy?
3. What can KKNT-PPM UNWIRA do to strengthen and support BUMDes Tetus in Kuanheum village?

IMPLEMENTATION AND METHODS

First, to identify the progress of BUMDes Tetus in Kuanheum village, the community service team conducted a field SWOT analysis, including observations, interviews, and document analysis. The documents referring to written regulations and structured data to then be studied for application or implementation in the field, in this case, related to the role of BUMDes Tetus in improving the welfare of rural communities.



Picture 1. The plot of KKNT-PPM UNWIRA BUMDes Program

The team identified and checked some documents of BUMDes: Establishment of BUMDes, Articles of Association, Bylaws, Work Program Plans, Financial Statements, NPWP of BUMDes, Management Structure of BUMDes, SOP, and Status of Legal Entities OF Tetus BUMDes. After that, the KKN UNWIRA team-

initiated meetings with the BUMDes administrators and employees to gain more information about the progress of the BUMDes. After that, the team started to plan an impactful activity and socialization, including BUMDes Tetus management, the village officials and the community, and LPPM UNWIRA. They were expected to have sharing and discussion sessions that could bring refreshment to the BUMDes management. Finally, this program was monitored and evaluated by the community service team, BUMDes administrators, and village officials.

RESULTS AND DISCUSSION

The community service activity referred to the information and data gained from the identifications and discussions with the operators of Tetus BUMDes. Generally, Tetus BUMDes in Kuanheum Village has three main businesses or services: water supply system service, chairs and tents rental service, and loan service. The three services have been running for several years but often have problems. The three businesses were considered not to have developed and did not produce any profit.

Table 1. Weaknesses, Threats, and Strategies of Tetus BUMDes Suggested by the KKN UNWIRA Team

Weaknesses and Threats Identified	Strategies
Lack of Knowledge and Understanding of Village Regulations (Perdes), Statutes and Bylaws (AD/ART), and Standard Operating Procedures (SOP)	Strengthening Understanding of Village Regulations (Perdes), Statutes and Bylaws (AD/ART), and Standard Operating Procedures (SOP)
Lack of management and operational skills of the BUMDes employees	Training provided to the BUMDes administrators and employees (Managing, Operating, Marketing, and financial knowledge and abilities)
Lack of creativity and marketing competence in developing the BUMDes programs	
Lack of ability to manage finances and make financial reports	

Educational qualifications of the BUMDes administrators and employees (primarily elementary and high school graduates)	Training and coaching on the quality of administrators, Improvements with the support of stakeholders in managing BUMDes
Technology equipment and facilities are limited.	
The community has not fully utilized the regulations, importance, and benefits of BUMDes.	Strengthening policy understanding of BUMDes regulations to the community
The marketing area is limited to the Kuanheum area	Cooperating with various parties outside the village

The most prominent problem of the operation of BUMDes Tetus is the lack of competence of the administrators and members of BUMDes Tetus in managing and utilizing the resources in the village. They are just working on the capital the government has given without considering the opportunities and benefits obtained from using village capital and resources (Se & Langga, 2021). The recording and preparation of BUMDes financial statements also did not run as it should have due to the lack of financial knowledge from the management of BUMDes Tetus, Kuanheum Village. The low level of educational qualification of Tetus BUMDes administrators and employees is also one of the causes of the stagnation of performance and development of BUMDes Tetus.

However, the team still also found some strengths and potential opportunities inside and outside the BUMDes and the village, and indeed can be chances for the BUMDes to develop their enterprises for bringing good welfare to the community:

Table 2. Strengths and Opportunities Identified by the KKN UNWIRA Team

Strengths	Opportunities
The village is the owner of the enterprise.	There are village regulations (Perdes) and other government regulations concerning BUMDes and the Welfare of Villages (ex:

	Ministry of Village, Development of Disadvantaged Regions and Transmigration programs in building independent villages based on local commodities)
Has regular customers who buy and utilize goods and services from BUMDes	Cooperating with various parties outside the village
Natural resources and potential tourism spots located in the village that can be developed	The benefits of digital marketing and social media for promotions
The beauty of the traditional cultures and life habits of the community can be promoted.	

The community service team from Widya Mandira Catholic University (UNWIRA), Kupang, participated in responding to what was conveyed by BUMDes administrators, employees, and village officials. The main agenda was socialization in strengthening Understanding BUMDes regulations, Statutes and Bylaws (AD/ART), and Standard Operating Procedures (SOP). On the other hand, the KKN UNWIRA Team provided chances for the BUMDes administrators to have sharing sessions and get insights from BUMDes from different regions of East Nusa Tenggara. This activity aims to understand the importance of establishing effective BUMDes governance and transparency for village welfare and economic progress.



Picture 2. The Head of LPPM UNWIRA and staff, Field Supervisor, and UNWIRA students during the socialization

The socialization activities were carried out at the Kuanheum village hall office in collaboration with the Institute of Research and Community Services (LPPM) of Widya Mandira Catholic University. It was done in two days, with the main agenda being presentations of the regulations and opportunities, sharing and discussions regarding the obstacles faced by the employees, and potential resources of the village. The Kuanheum residents attended the activity, district and village officials, BUMDes administrators, hamlet heads, field supervisor, and students as part of the KKNT-PPM Team.



Picture 3. All the participants attentively follow the presentations

Due to the public's unfamiliarity with the significance of this activity, the community's engagement in this endeavor is relatively low. However, all attendees actively participated in this event, both in the presentation of the content presented by the speakers and in discussing the potential of local resources. In this activity, it was seen during the question-and-answer session from the head of BUMDes that BUMDes management was able to boost the

economic sector of the village. In this training session, BUMDes management gained a great deal of new information; the head of BUMDes gave this statement. The aim is to communicate what has been presented and discussed to the community.



Picture 4. BUMDes Strengthening Socialization Participants

The potential of villages that can be developed includes peanuts, shallots, and Oenesea tourism spots, which are used as BUMDes industrial prosperity. However, a new water supply system is still being developed because shallots are seasonal potential. All communities do not yet feel the existing potential due to discontent with the management of BUMDes. One of the goals of this service is to improve the administration of BUMDes so that it can benefit the residents of Kuanheum Village.

CONCLUSIONS AND RECOMMENDATIONS

Through socialization and discussions, all these service activities open up a new understanding for BUMDes administrators and the community that in managing the businesses, sufficient knowledge is needed regarding the establishment of village-owned enterprises (BUMDes), as well as the use of local resources in Kuanheum village. Improving the residents' economy requires cooperation between BUMDes administrators, village officials, and the community. BUMDes Tetus, located in Kuanheum village, West Kupang District, Kupang Regency, East Nusa Tenggara, was formed because of the village's awareness of the community's needs. However, the implementation process did not run effectively due to the lack of understanding of BUMDes management and minimal knowledge and skills. With the limitations of experience that businesses are run, not all are doing well. To improve quality and economy, a management system is needed, namely distribution and marketing management, human resources, and financial management that is transparent to the community. The authors' suggestion for the next community service activity is that the village government can socialize with all circles of the community so that

the community can broadly understand the use of the village's potential to increase economy and welfare.

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