

Community Empowerment Through Village-Owned Enterprises in Bintang Ara Village, Gunung Bintang Awai District

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A B S T R A C T

Community empowerment is an important effort to improve the welfare and development of a village. Bintang Ara Village, located in Gunung Bintang Awai District, has taken progressive steps by developing Village-Owned Enterprises (BUMDes) as a tool to achieve sustainable community empowerment. This process involves several key stages that have proven effective in driving the development of this village. The first stage is the awareness stage. At the start of the journey, the people of Bintang Ara Village were invited to understand the importance of BUMDes as an instrument to drive their empowerment. Through dialogue and outreach, village residents are starting to realize the potential of local resources that can be utilized through BUMDes. The next stage is training. To ensure the success of BUMDes, village residents are given training in various aspects, such as business management, finance, marketing and relevant technical skills. This allows them to become more competent in managing BUMDes well. Mentoring is the next stage in the empowerment process. The accompanying team works together with BUMDes to help them overcome obstacles and challenges that may arise during their operations. This assistance includes monitoring progress, providing guidance, and providing practical solutions to problems that arise. Last, but not least, is the evaluation stage. The local government and community regularly evaluate the performance of BUMDes and its impact on village welfare. The evaluation results are used to design steps for further improvement and development so that BUMDes remain effective in empowering the community

INTRODUCTION

Village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, as well as utilizing resources through establishing policies, programs, activities and assistance that are in accordance with the essence of the problems and priority needs of village communities. Apart from that, the essence of community empowerment in rural areas is the utilization of local resources (potential), increasing participation, caring for all parties for community independence (Disemadi and Prananingtyas, 2020).

Through community empowerment, it is hoped that villages will be able to bring about real change so that their honor and dignity can be restored. Community empowerment is an approach that pays attention to all aspects of people's lives, targeting all levels of society, with a motive of independence, so it is able to generate *self-help abilities* to improve the quality of life of modern society which refers to ways of thinking, behaving and behaving in order to progress. So that we achieve a village that is advanced, independent and whose people are physically and mentally prosperous in accordance with their dignity (Endah, 2020).

Based on data from the Central Statistics Agency (BPS) of South Barito Regency in 2022, Bintang Ara Village is the largest village of the 21 villages in Gunung Bintang Awai District with an area of 565.40 Ha. The distance from the Regency Capital to Bintang Ara Village is 98 km, while to the sub-village Malungai Estuary 125 km. Judging from the number of people in Bintang Ara Village which is in the village or sub-village of Muara Malungai, with a population of 644 people consisting of 359 men and 287 women. They are divided into 176 families. The percentage of poor people in Bintang Ara Village who received PKH (Family Hope Program) was 37 families and those who received BLT (Direct Cash Assistance) was 85 families. Most people only have elementary, middle and high school education because the lack of information and low levels of education and knowledge make it difficult for people who have reached productive age to get decent work, so people choose to work as farmers, gardeners, farm laborers and unskilled workers at mining companies.

However, there are still many people who do not have the desire to process and make good use of their natural resources, although there are still many people who are not interested, but there are some people who try to increase their income by farming corn and bananas. Bintang Village has a lot of human resources who are of productive age, so there are some people in the community who want to cultivate plantations but the community is still constrained by capital, fertilizer, seeds and road transportation and the Bumdes Pun Sama Taka program in Bintang Ara Village is not yet in accordance with its function.

Therefore, public policy is needed to organize and empower the community in response to increasing needs. In empowerment efforts, local village communities must be more involved in these activities. Because the people know more about the potential and conditions of their village. The government only acts as a facilitator who supports empowerment programs. Community empowerment is not only the responsibility of the government, because the

subjects of empowerment are the village communities themselves. This has been regulated in Law Number 6 of 2014 concerning Villages. In this law, Article 18 states that villages have authority in development through the authority they have (Pamungkas, 2019).

The explanation of the law above is very clear that the government provides policies for villages to have the authority to regulate and manage the interests of local communities. The government has taken various steps to advance villages so that they are not always left behind and underestimated and are not only used as objects of development, but they can participate in this development.

The policy in Bintang Ara Village is that it has the authority to regulate and manage the interests of local communities in improving the economy of rural communities. One of the efforts made by the government is to increase village entrepreneurship which needs to be accommodated by Village-Owned Enterprises (BUMDes) which are developed by the central government and implemented by the village government and was established based on the needs and potential of the village as an effort to improve community welfare. Considering community needs such as quality seeds, fertilizer as well as outreach and training to increase productivity, good land management and maintenance so that agriculture and plantations in the village achieve high success (Pradnyani, 2019).

BUMDes functions to stimulate, facilitate and protect and empower the economic welfare of rural communities. BUMDes plays a role in regulating the economy in the village so that BUMDes are built according to the needs and potential of the village with the aim of empowering village communities. The community must also be involved to play a role in planning and implementing community empowerment.

large natural resources with good agricultural and plantation products, and also has human resources that are of productive age and have established Village-Owned Enterprises (BUMDes). since 2019 and started operating in 2020, however, Bumdes Pun Sama Taka has only been operational for approximately 2 months and is engaged in the business of selling seeds and fertilizer.

With the failure of Bumdes Pun Sama Taka, there is no improvement in the economic level of the community through various activities carried out by BUMDes, so that there is no empowerment carried out to provide an understanding of efforts to utilize the potential of natural resources owned by the community, such as holding training so that they can maximize the utilization of the potential. local by improving the economy of the people in the area.

Even though the budget is based on Law No. 6 of 2014 concerning villages (Village Law). Where it is stated that 51% of business funds come from the village and 49% from the community to improve the village economy through capital participation. BUMdes management is an effort to help organize village government administration, as well as to meet the needs of village communities. Meanwhile, BUMdes in Bintang Ara Village can be said to have almost no work programs being implemented, thus hampering the awareness process needed to help the community improve their agricultural business considering the need for the BUMDes program to provide the stages of the Empowerment empowerment

process, namely (Luthfia, 2023) Awareness, Training, Mentoring and Evaluation in developing various potentials for the community so that the community can be more independent in managing existing potential and hopefully maximize the utilization of local potential by improving the economy of the community in the area

LITERATURE REVIEW

Public policy

Policy is a series of actions or activities proposed by a person, group, or government in a certain environment where there are obstacles (difficulties) and possibilities (opportunities) which the policy is proposed to be useful in overcoming to achieve the desired goals. Public policy is defined as a series of activities that have a specific aim which are followed and implemented by a person or group of actors related to a problem or something of concern (Agustian, 2019).

According to Santoso (2018) states that public policy is a number of government activities to solve problems in society, either directly or through various institutions that influence people's lives.

The meaning and substance of public policy, directly or indirectly, is widely known in society, along with various phenomena and activities that occur in government. There are many opinions expressed by experts with various definitions. Public policy is defined as " *Whatever governments choose to do or not to do* ". Public policy is what the government chooses to do or not do something (Widodo, 2021).

According to Widodo (2021), it shows that the government has the authority to make choices about which policies to implement or not, depending on the problems that arise or the achievements that the policies made are intended to achieve.

According to Patarai, MI (2020), there are two characteristics of public policy, namely: 1) public policy is something that is easy to understand, because its meaning is things that are done to achieve national goals; 2) public policy is something that is easy to measure, because the measure is clear, namely the extent to which progress has been made in achieving goals.

Public policy in overcoming a problem also contains various concepts. Anderson in LAN in Widodo (2021) defines public policy as "a response from the political system to *demands/claims* and *support* flowing from its environment". In making policies to overcome problems that arise in society, the policy contains values that are in line with the values that apply in society that will be directly or indirectly impacted by the policy.

Public policy should contain the goals, values and social practices that exist in society. Public policies must not conflict with the social values and practices that exist in society, so that there is no rejection or resistance when implemented. Zulkarnaini, et al. (2022) identified two aspects contained in public policy.

First, the birth of public policy is part of social dynamics, which means that the policy process does not exist in a vacuum and stands alone. As government products and activities, policies are related to changes in society. The impact is

an increase in the needs and problems faced by society and in its dynamics it becomes a public issue, thereby encouraging the birth of a policy product.

Second, the complexity of public needs and the problems that accompany them become the total point for establishing policies to overcome conflicts of interest and provide incentives to various DPRD groups and interest groups from the private sector and Non-Governmental Organizations (NGOs). Each of these interest groups has relationships or interacts with policy actors/elites with the aim of influencing the policy choices that will be made.

From a number of definitions outlined above, it can be concluded that public policy is a series of activities or processes in overcoming public problems which contain concepts or values that are in line with the concepts and values held by society. Public policy is prepared through certain stages, where there is a person or group of actors at each stage of the preparation of public policy.

Community Empowerment

Village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, as well as utilizing resources through establishing policies, programs, activities and assistance that are in accordance with the essence of the problems and priority needs of village communities. Apart from that, the essence of community empowerment in rural areas is the utilization of local resources (potential), increasing participation, caring for all parties for community independence (Disemadi and Prananingtyas, 2020).

Understanding Community Empowerment Empowerment is a translation of the word "*empowerment*". According to Mernam Webster and Oxford English Dictionary (Humaira, 2022) The word empower contains two meanings, namely:

1. *to give power* or authority to or give power, transfer or delegate authority to another party,
2. *to give ability to* or enable or attempt to provide ability. In the meaning of these two words, empowerment is defined as giving ability or empowerment to other parties who are powerless.

Community empowerment is a process of providing power, strength, support and motivational encouragement to the community so that they can develop their potential. For this reason, empowerment is important to provide equal opportunities to the community in obtaining their rights as a community. Ra'is, (2018) believes that empowerment is essentially enabling someone to become more advanced and independent. In another sense, it enables someone to become prosperous.

Empowerment means empowering, giving power or giving authority so that you become an object of power. In empowerment, there is a process that encourages and convinces people to acquire skills, abilities and creativity (Humaira, 2022).

In the empowerment process according to Luthfia (2023), the following empowerment stages are needed:

1) Awareness

The awareness process is often difficult to distinguish from socialization activities, because both activities aim to raise awareness and understanding of

the development activities that will be carried out. Therefore, the methods used in the awareness process are no different from those used in the socialization process. To raise public awareness about the importance of change, as well as develop public confidence in the success of change efforts that will be carried out through community-based development, training methods are often applied to foster motivation or *Achievement Monitoring Training* (AMT), namely motivational training based on principles. -principles of adult education.

2) Training

In general, training is a part of education that describes a process in the development of individuals, communities, institutions and organizations. Training is a part of education that involves the learning process to acquire and improve skills outside the current education system, in a relatively short time and with methods that prioritize practice over theory. The targets of the training are parties who have an interest in improving life community and able to encourage economic development in rural areas.

3) Mentoring

Mentoring can be understood as a community empowerment activity by placing assistants as facilitators, communicators, motivators and dynamists. Basically, mentoring is an effort to include the community in developing various potentials so that they are able to achieve a better quality of life. Apart from that, it is directed at facilitating decision-making processes related to community needs, building capabilities in increasing income, carrying out business-scale businesses and developing planning and implementation of participatory activities.

4) Evaluation

Evaluation is a process of supervision by residents and officers regarding ongoing programs. At this stage, it is best to involve residents to carry out internal supervision so that in the long term it is hoped that a system in society that is more independent will be formed by utilizing existing resources. Evaluation is intended to provide feedback for improving activities.

Empowerment is an important step to develop weak individuals or communities because with empowerment, weak communities will free themselves from adversity. as according to (Dewi, RS 2016) defines community empowerment as a form of participation in freeing themselves from mental and physical dependence.

Community Empowerment Strategy

The aim of empowerment is aimed at changing people's behavior so that they can improve the quality of life and welfare. However, the success of empowerment does not just focus on results, but also on the process through a high level of participation, which is based on the needs and potential of the community. To achieve this success, empowerers can take a *bottom-up approach*, by assessing the potential, problems and needs of the community. Of course, these potentials or needs vary even within one community (Andayani, 2021).

Community empowerment is considered a process where the community is given the trust to determine the development process that suits their needs. Sumodiningrat sees a tendency in empowerment which is divided into two,

namely primary tendencies and secondary tendencies. The primary tendency is to provide power, strength and authority to the community with the aim of making them more empowered, and the secondary tendency focuses on providing stimulus and motivation so that individuals are able to live their lives with various choices (Fambudi, MI 2023)

According to Humaira (2022) , community empowerment is a process that cannot be measured mathematically, especially with time and financial constraints. Indicators of the success of community empowerment can only be seen by the existence of community *awareness* . It is hoped that this community awareness can change empowerment from the nature of control into a form of partnership and eliminate the formation of false communal solidarity in society. From the definitions above, it can be concluded that community empowerment is a process of making society independent by providing abilities, skills and creativity in society to gradually improve the quality and welfare of society.

Empowerment is the transfer of authority, delegation of authority or granting autonomy to lower levels. The essence of empowerment is an effort to develop all abilities possessed to achieve a goal. Achieving goals through growing motivation, initiative, creativity and rewards for those who achieve .

Implementing empowerment needs to be done through various approaches. The implementation of the empowerment approach can be carried out through the 5Ps, namely: Enabling, Strengthening, Protection, Support and Maintenance, with the following explanation (Putra and Ma'ruf, 2022):

- a. Enabling; creating an atmosphere or climate that allows people's potential to develop optimally.
- b. Strengthening; strengthening the knowledge and abilities of the community in solving problems and meeting their needs.
- c. Protection; protect society, especially weak groups, from being oppressed by strong groups, avoid unequal (especially unhealthy) competition between the strong and weak, and prevent the exploitation of strong groups against weak groups.
- d. Support; provide guidance and support so that people are able to carry out their roles and life tasks.
- e. Maintenance; maintaining conducive conditions so that there remains a balance in the distribution of power between various groups in society.

The empowerment strategy is essentially a movement of, by and for public. The community movement is different by creating an ideal pilot model, then after it has been tested it can be disseminated. This is different from the community movement strategy, which is achieved by reaching out to the widest or as many people as possible. The seeds of empowerment are sown to various levels of society. Society will eventually adapt, make improvements and improvements tailored to their potential, problems and needs, as well as their approach. Thus, empowerment models or strategies will vary, adapting to the conditions of local communities. Society is also very heterogeneous (Sudarmanto , 2020).

METHODOLOGY

This research uses a qualitative approach with a descriptive research type which aims to obtain in-depth information regarding the description of community empowerment in community empowerment through Village-Owned Enterprises (BUMdes) in Bintang Ara Village, Gunung Bintang Awai District. The informants in this research consisted of key informants and the informants in this research were the village heads and Bumdes managers as well as the village community. Data collection was carried out through in-depth interviews, observation and document tracing, the research instrument in this study was in-depth interviews, then the researchers also recorded which functioned to collect interview results and as research evidence, data analysis techniques used data reduction, data presentation and drawing conclusions .

RESULTS & DISCUSSION

Community empowerment can be done in various ways, especially looking at the conditions around the place to be empowered, the socio-economic conditions of the community. In this research analysis, we will look at community empowerment carried out by the village government by establishing BUMDes as a forum for empowerment.

The empowerment carried out by BUMDes is in the explanation of Law Number 6 of 2014 concerning villages, it is explained that "community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, as well as utilizing resources through determining policies, programs, activities and assistance that are in accordance with the essence of the problems and priority needs of village communities.in accordance with the essence of problems and priority needs of village communities. Many government policies are oriented towards small communities with the aim of improving community welfare.

Therefore, the government makes policies in the form of economic institutions at the village level. Rural level economic institutions are an important part of supporting economic empowerment and strengthening so that rural communities can prosper. A new approach that can stimulate and move the wheels of the economy in rural areas is through the establishment of economic institutions, namely Village-Owned Enterprises (BUMDes) which are fully managed by village communities. However, there are not many economic actors who play a role in the process of growth and development of village communities , using the stages of empowerment awareness , training, mentoring and evaluation stages .

1. Awareness

Basically, Awareness is the initial stage in Community Empowerment, Luthfia (2023) , explains that awareness is a process, method, or act of making people aware to raise awareness about the importance of change, as well as developing community confidence in the success of change efforts that will be carried out through community-based development.

This is in line with research by Raudhatul Firdaus (2020) The Role of Village-Owned Enterprises (Bumdes) in Economic Empowerment of the Community of Manding Laok Village, Manding District, Sumenep Regency. In

the village government's efforts to improve the people's economy as the foundation of economic strength and resilience with BUMDes as the foundation and strive to realize and develop the village community's economy through programs carried out by BUMDes.

However, in contrast to Bintang Ara Village and the management of BUMDes Pun Sama Taka. At this time the Village Government of Bintang Ara and the management of BUMDes Pun Sama Taka still have not raised awareness among the community so that they can increase the community's ability to improve and utilize the natural resources in the area to grow develop motivation in the absence of an ongoing program so that socialization about utilizing natural resources to the maximum has not yet been implemented. This is a problem in society where there are still many who do not have the desire to manage agricultural land and utilize existing natural resources.

The author concludes that the absence of awareness carried out by BUMDes means that many people have not started their businesses according to their respective potential. At this time, as explained, the Bintang Ara Village Government and the management of BUMDes Pun Sama Taka still have not raised awareness among the community so that they can increase the community's ability to improve and utilize natural resources in the area to foster motivation in the absence of ongoing programs. So that socialization about utilizing natural resources to the maximum has not been implemented, this has become a problem in society which means that people still do not understand the management of existing natural resources and makes many people have no desire to cultivate agricultural land and utilize existing natural resources.

The people of Bintang Ara Village only manage natural resources sufficiently to adapt to limited sales of agricultural products, road transportation is hampered, which is quite difficult, making it difficult to obtain good seeds and fertilizer. There is no initiative from BUMDes to visit community groups that have potential agricultural land or people who have businesses but they are still small because the community has never been given awareness about managing natural resources and there has been no introduction of Village-Owned Enterprises (BUMDes) as a forum for community empowerment. . Even though there are still many people who are not interested, there are some people who are trying to start a business to increase their income.

Therefore, judging from the potential of natural resources, Bintang Ara Village is the largest village in Gunung Bintang Awai District, therefore it is hoped that in the future the BUMDes Pun Sama Taka and the village government can manage the BUMDes well by carrying out awareness in the form of initiatives from the BUMDes to visit community groups that have potential agricultural land or people who have businesses but are still small scale people who have land but have not managed their land well.

2. Training

Luthfia (2023) explains that community empowerment activities through training are part of education which describes a process in the development of individuals, communities, institutions and organizations, such as a part of education which involves the learning process to acquire and improve skills

outside the applicable education system. One of the efforts made by the Village Government through BUMDes is through outreach, then the community is given an understanding about Bumdes, after that the community is invited by the Bumdes at the village hall to hold a BUMDes socialization activity as well as holding training, including making sangkek shopping bags, and handicrafts, there is also training on making food. like torn bread.

However, in contrast to BUMDes Pun Sama Taka which has never held training which should be held so that the community can understand how to plant in detail, process plantation products correctly so that the community can know the correct condition of the plants so that they produce maximum results when harvesting.

The author concludes that in line with the implementation of the program, the Bintang Ara Village community in planning training programs has never held training and the community has not been fair in providing ideas related to programs that suit the community's needs so that what the community actually needs cannot yet be met. The existing BUMDes program therefore requires government policies that are oriented towards small communities which aim to improve community welfare.

Therefore, the absence of training provided by BUMDes or the village government means that the community does not understand in detail how to plant and process plantation products properly, so it is hoped that in the future, BUMDes and the village government will hold training such as agricultural product management training, plant cultivation training and utilization training. digital technology so that people can develop agriculture independently.

3. Mentoring

Luthfia, DJ (2023). Explaining that mentoring is an effort to include the community in developing various potentials so that they are able to achieve a better quality of life. Mentoring is an effort to include the community in developing various potentials so that they are able to achieve a better quality of life. Apart from that, it is directed at facilitating decision-making processes related to community needs, building capabilities in increasing income, carrying out business-scale businesses as well as developing planning, implementing participatory activities and making the community independent.

This is in line with Raudhatul Firdaus' research (2020) . The Role of Village-Owned Enterprises (Bumdes) in Economic Empowerment of the Manding Laok Village Community, Manding District, Sumenep Regency. The role of providing assistance to BUMDes Kencana Mandiri in community empowerment plays a role in building and developing the community's economic potential and capacity through the programs carried out shows that Bumdes is quite good in its role in improving the economy and is able to improve the welfare of Manding Laok residents.

However, in comparison with BUMDes Pun Sama Taka which has never experienced assistance when experiencing problems and has never provided assistance to provide solutions, and there is no assistance in order to improve community-managed businesses so that the community can produce superior

products and achieve a higher quality of life. good so that the community can be independent without depending on other people.

The author concludes that by not providing awareness and training, the community is also not provided with assistance so that they can improve their abilities and increase their income so that they can make the business long-term.

Therefore, in the absence of assistance provided to the community, such as being monitored, accompanied, and if the community experiences problems, BUMDes should have a deliberation to provide a solution. Apart from that, assistance here is also in order to improve community- managed businesses so that the community can produce superior products and can achieve a better quality of life so that people can be independent without depending on other people.

4. Evaluation

According to Luthfia (2023) explains that evaluation is a process of supervision by residents and officers regarding ongoing programs. Evaluation is also a process of supervision by residents and officers regarding ongoing programs. Evaluation is intended to provide feedback for improving activities. After awareness, training and assistance, evaluations are also carried out by the community and BUMDes administrators, such as improving whether a business is running smoothly or not, problems faced by the community in managing businesses and marketing and this evaluation is carried out with monthly and annual meetings and evaluations here as well. to add programs that suit community needs.

Evaluations are not carried out by the BUMDes management and village government so that there is no program that can be discussed with the government or village head and then find a solution, such as the difficulty of the community getting seeds and fertilizer as well as inadequate road access stopping a product whose marketing is less than optimal and planning a new program to improve the performance of BUMDes so that it is better, as during an interview with the village head and BUMDes administrators they said they had planned a fishing and checkdam tourism program which would be implemented this year. Apart from evaluations carried out by BUMDes administrators and the village government, evaluations are also carried out with the community where the community is given the authority to express opinions so that the problems and shortcomings of the community can be resolved and the community can carry out business in accordance with what the community expects and needs.

The author concludes that there is no evaluation that must be carried out by BUMDes administrators and the government, resulting in the absence of new program planning to improve the performance of BUMDes and where the community is not given the authority to express opinions so that the problems and shortcomings of the community cannot be resolved and the community cannot carrying out business in accordance with what is expected and needed by the community so that it is unknown what the problems and obstacles faced by the community are. Bintang Ara Village so that it can implement the programs that have been planned in accordance with what is expected and needed by the community.

Therefore, it is hoped that in the absence of an evaluation being carried out, it is hoped that in the future BUMDes Pun Sama Taka and the village government will carry out an evaluation so that they can find out and solve the problems that are occurring now and make it easier to implement the program that has been planned next.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research conducted by the author in Bintang Ara Village, Gunung Bintang Awai District, South Barito Regency regarding Community Empowerment through Village-Owned Enterprises (BUMDes) which has been described previously, the author draws the conclusion that BUMDes is the Same Taka, that the process of community empowerment through Business Entities Village Ownership (BUMDes) is carried out with the following activities:

- a. Awareness, BUMDes Pun Sama Taka and the Bintang Ara Village government have not yet addressed community empowerment in order to increase the community's ability to improve and utilize natural resources in the area.
- b. Training, BUMDes Pun Sama Taka and the Bintang Ara Village government have never conducted training on handling the empowerment of post-harvest feed corn and processing banana plantation products as processed food.
- c. Mentoring, there is no assistance provided to monitor the programs carried out by the community so that it has not been able to improve the community's business for the better by providing methods, direction and if there is a problem, finding a solution so that the business carried out can run for the long term.
- d. Evaluation, there is no evaluation carried out by BUMDes Pun Taka Sama for the people of Bintang Ara Village so that they can see the problems and shortcomings that exist in the program being implemented, so that the program being implemented cannot be implemented optimally.

FURTHER STUDY

Every research is subject to limitations; Thus, you can explain them here and briefly provide suggestions for further investigations.

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