

Tourism Village Management In Effort To Improve Independent Villages Through Village-Owned Enterprises (BUMDes) In Mandailing Natal Regency

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Abstract – Since the enactment of Law No. 6 of 2014 concerning villages, one of the areas that has become the main focus has been the strengthening of village authority in forming village-owned enterprises (BUMDes). Currently, BUMDes has become one of the village facilities in increasing village independence, especially in the economic field. In practice, until now not all villages have been able to run BUMDes in accordance with their objectives for independence and improving the village economy. This article aims to examine BUMDes in the tourism sector through an independent village improvement program in Sirambas Village, Mandailing Natal Regency, Indonesia. The method used in this article uses a qualitative approach by conducting an analysis of Sirambas Village. This research refers to the Regulation of the Minister of Villages and Development of Disadvantaged Regions and Transmigration through Permendes Number 21 of 2016 concerning Placement of Priority Development of Village Funds in 2016. The ministerial regulation states that village funds are prioritized to finance the implementation of local -scale programs and activities for village development and village community empowerment. Through BUMDes as an instrument to explore the potential of the village which will later be managed as a BUMDes business unit. Furthermore, this policy aims to carry out village development independently and villagers are able to be equipped with knowledge that can be used to compete with the global market. The results and conclusions obtained in this study are that the existence of BUMDes is very strategic in the management of tourist areas in Sirambas Village, but there are several things that need to be the main concern in the management of BUMDes in the tourist village of Sirambas Village, the first is human resources (HR), facilities and infrastructure. BUMDes infrastructure and control over the management and principles of tourism by both the BUMDes management and the village community as well as strengthening the information technology sector related to tourism.

Keywords – Village, BUMDes, Village Fund

I. INTRODUCTION

Villages have developed into legal entities that can protect and develop the common interests of their inhabitants according to the provisions of local customary law. The law contains two things, namely: (1) the right to manage their own area, which is then known as autonomy rights, and (2) the right to elect their own village chief. In the past, autonomy rights cover a lot of aspects, such as kinship law, inheritance law, land law, civil law, and criminal law are also included. Between village autonomy

in Java, Madura, Bali, and other villages, there can be differences. For example, in West Sumatra the term this village is known for is called the nagari area, which has different customary laws in terms of the autonomy rights. (Sumardjo, 2010).

The village concept in the Village Law emphasizes the importance of seeing the village as a social unit rather than a mere territory. This law states that a village is a legal community unit that has certain territorial boundaries, has the right to manage its own household, choose its ruler and own its own property. The village as the smallest community unit plays an important role in the implementation of national development.

Law No. 6 of 2014 as a guide in implementing policies regarding villages as previously written has not been fully understood by the perpetrators, namely the village community itself. However, despite the lack of understanding of the villagers regarding the substance of the village law, the presence of this new policy regarding the village has been able to generate new enthusiasm in the community. Along with the national political momentum has accelerated the passage of the Village Law discourse to all levels of society. Although many views say that the political content of this new policy regarding the Village Law is thicker, but with its ratification it has raised new hopes for the village community. Village independence is one of the goals of the existence of development. Villagers have begun to make efforts to manage their natural resources, which aims to improve the economy and community welfare. Its is explained by Wardoyo in Arie (2017) a condition where a developed village has the ability to meet its own needs and does not depend on assistance from the government, even though the village still receives assistance from the government, its nature is only as a stimulant. Meanwhile, in this process the village community is assisted, assisted and facilitated to analyze the problems faced, in order to find solutions to these problems by using the resources they have, creating activities with their own abilities (Syawie, 2015).

Various efforts have been made by the government by disbursing various funds for village development programs, one of which is through Village-Owned Enterprises (Azis, 2016). The establishment of Village Owned Enterprises has been regulated in Law no. 32 of 2004 concerning Regional Government Article 213 Part Five of Village Finance discusses the existence of village-owned enterprises, the management of which is adjusted to the laws and regulations as well as the business units that are run. This Business Entity was formed as a tool to make changes for the better in every village in Indonesia. In this case, the central government urges villages to form village-owned enterprises (BUMDES). therefore,

To support the achievement of development goals that lead to improving the welfare of the community, a number of budgets are needed from the central government and local governments. As an implementing regulation of Law Number 6 of 2014 concerning villages, the government issued Government Regulation Number 22 of 2015 which is a refinement of Government Regulation Number 60 of 2014 concerning village funds sourced from the State Budget (APBN) which is intended for villages that were transferred through the Regency/City APBD and used to fund government administration, development implementation, community development, and community empowerment. In addition to the Village Fund, according to Article 72 of Law Number 6 concerning Villages, the village also manages finances originating from Village Original Income and other Transfer Income in the form of Village Fund Allocation (ADD); Part of Regency/Municipal Taxes and Levies proceeds; and Financial Assistance from Provincial/District/City APBD.

In order for village funds to be right on target and not misused by irresponsible parties, the Minister of Villages and Development of Underdeveloped Regions and Transmigration issued Ministerial Regulation Number 21 of 2016 concerning the placement of priorities for the development of village funds in 2016. The ministerial regulation states that village funds are prioritized to finance the implementation of local-scale programs and activities for village development and village community empowerment. Village spending priorities are agreed upon in village meetings and the results of these deliberations become a reference in the Village Government Work Plan (RKPDes), Village Revenue and Expenditure Budget (APBDes), resulting in BUMDes.

One way to strengthen the economy in the countryside is to improve the rural infrastructure which aims to enlarge the existing potential and make the countryside the backbone of the regional and national economy. And the budget funds are used wisely, in order to make independent villages and tourist villages in the province of North Sumatra.

II. RESEARCH METHODS

This research uses a type of library research with the aim of seeing an overview of the management of a tourism village in an effort to improve an independent village through a village-owned business entity (BUMDES). Data collection was carried out by examining articles, books, journals and related documents that can support this research data (Moleong, 2007) explains the data collection method is "in what way and how can the required data be collected so that the final research results are able to present valid and reliable information". Analysis techniques are carried out by processing the data obtained in the form of narrative to get answers to the objectives of this study.

III. RESULTS AND DISCUSSION

Reported from the official website of the Research and Development Agency for North Sumatra Province, The role of Village-Owned Enterprises (BumDes) in the Success of Tourism Village Managers and Independent Villages in North Sumatra is related to the medium-term development vision of North Sumatra Province in 2019-2023, namely advanced North Sumatra, safe, and recognized.

And to realize this vision, the main strategy is to build villages to organize cities, with 5 development priorities for North Sumatra, namely:

1. Increasing employment and business opportunities through the provision of employment opportunities;
2. Increasing and fulfilling access to education;
3. Good and environmentally friendly infrastructure development;
4. Provision of quality health services, and
5. Increasing competitiveness through the agricultural and tourism sectors.

One way to develop villages and to realize the 5 development priorities of North Sumatra above is to increase the Development Village Index (IDM). One way that can be done to increase IDM towards independent villages is to empower the economy of rural communities through micro and small industries for tourism commodities through BumDes. The existence of BUMDES not only focuses on improving the village economy, but also develops community independence and welfare by increasing knowledge, skills, behavior, abilities, and awareness, through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problems and priority needs of the village community. The approach taken in village empowerment uses a participatory approach, which makes the village community the subject of development by utilizing the resources and local wisdom of the village community.

BUMDES in this case participates in accelerating the empowerment process, by opening up space for villagers to learn to manage village potential into economic benefits (Suryanto, 2018). The Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDDT) in December 2018 noted that 61 percent of villages had village-owned enterprises. This can be seen from the initial number of village-owned enterprises in 2014 there were 1,022 units of village-owned enterprises, while in 2018 it increased to 45,549 units of village-owned enterprises in Indonesia (Kemendes.go.id).

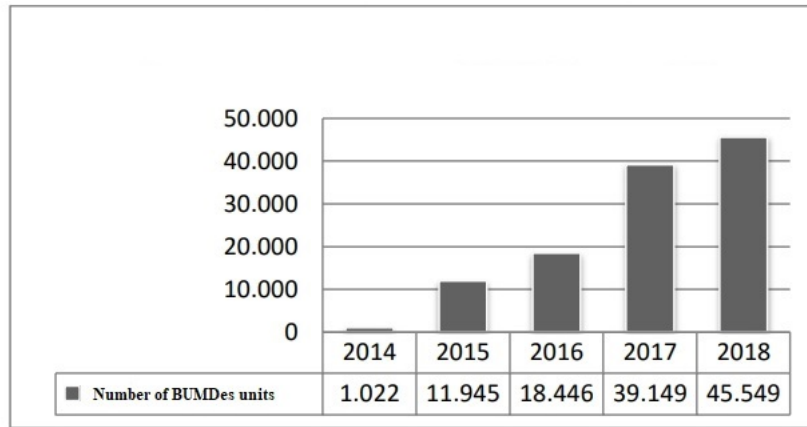


Figure 1. Number of Village BUMDes in Indonesia 2014-2018

Based on the data above, it shows that the development of Village Owned Enterprises continues to grow from year to year. Starting in 2014, there were only 1,022 units of BUMDES spread across Indonesia until 2018 it had increased to 45,549 units of village-owned enterprises in Indonesia. Additional units of village-owned enterprises are also expected to become one of the pillars of activity in the village that functions as a social and commercial institution. The social institutions of Village-Owned Enterprises must side with the interests of the community through their contribution to the provision of social services, while as a commercial institution it aims to seek profit through offering local resources (goods and services) to the market (Nugrahaningsi , 2018). Also quoted is data from the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) in 2016 the number of Village-Owned Enterprises in North Sumatra alone seems also to have increased in quantity, it has been seen from the number of Village-Owned Enterprises located in every district. The following is a graph of the number of State Owned Enterprises in several districts in North Sumatra.

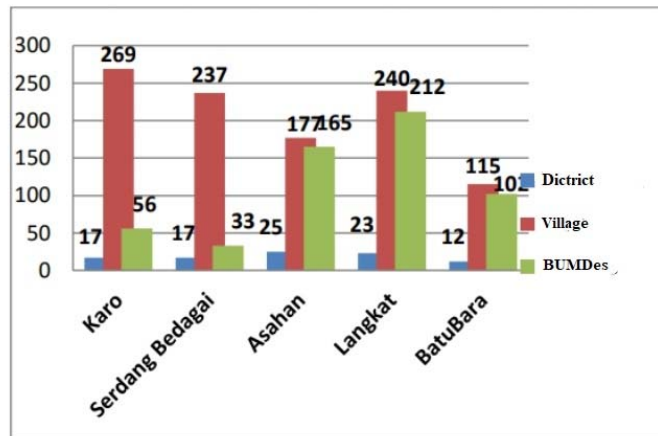


Figure. 2. Number of BUMdes in North Sumatra in 2016

The graph above shows that the North Sumatra Province has experienced a fairly good development of State Owned Enterprises in 2016. The highest development of Village Owned Enterprises is occupied by Asahan Regency with the number of 165 units spread over 25 Districts out of a total of 177 villages. This means that 93.5% of villages have managed village-owned enterprises. The development of Village Owned Enterprises is high, occupied by Langkat Regency with 212 located in 23 sub-districts out of a total of 240 villages, 89.2% of villages that manage BUMDES. The development of Village Owned Enterprises is also high in BatuBara Regency with a total of 102 units of Village Owned Enterprises which are spread over 12 sub-districts with a total of 151 villages.

This shows that 67.5% of villages have managed BUMDES units. Karo Regency is classified as low in the implementation of Village Owned Enterprises with 56 units of Village Owned Enterprises located in 17 sub-districts out of a total of 269 villages

and only 21% of Village Owned Enterprises. The lowest development of Village Owned Enterprises also occurred in Serdang Bedagai Regency with 33 units of Village Owned Enterprises located in 17 sub-districts and spread over 237 villages and only 14% had Village Owned Enterprises. BUMDes is a village business institution that is managed by the community and village government in an effort to strengthen the village economy and build a social democracy that is formed based on the needs and potential of the village. One of the village potentials that can be developed by BumDes is the management of tourism villages. If the management of the tourist village can run well, the positive impacts will be obtained, namely there will be new job opportunities for the community so as to reduce the unemployment rate, a tourist village that carries the concept of ecotourism will make a village able to preserve the nature and culture of the village, means of promotion of local products, reducing the urbanization rate from villages to cities, helping UMKM in the village, improving village infrastructure development and improving the welfare of rural communities.

The use of Village Funds in the field of village community empowerment aims to increase the capacity of residents in entrepreneurial development, increase income, and expand the economic scale of individual residents, community groups, including:

1. Increasing village economic investment through procurement, development or assistance of production equipment, capital, and capacity building through training and apprenticeship
2. Support for economic activities either developed by BUMDes or Joint BUMDes, as well as by other village community economic groups and/or institutions
3. Capacity building assistance for Village food security programs and activities
4. Community organizing, facilitation and training of paralegals and village community legal assistance, including the formation of village community empowerment cadres and capacity building of community learning rooms in the village
5. Public health promotion and education as well as clean and healthy living movements, including capacity building for the management of Posyandu, Poskesdes, Polindes and the availability or functioning of medical/self-medication personnel in the village
6. Support for forest/beach/village and community forest/beach management activities
7. Capacity building of community groups for renewable energy and environmental conservation Other fields of economic empowerment activities that are in accordance with village needs analysis and have been determined in village meetings
8. Other fields of economic empowerment activities that are in accordance with the analysis of village needs and have been determined in village meetings.

Regarding the management of tourist villages in an effort to increase independent villages through BUMDes, Sirambas Village has become a Sampuraga tourist attraction. Where, this tourist attraction is no stranger to the community, because the legend is telling the story of Sampuraga and his mother. Then in this Sampuraga tourist attraction apart from the hot spring pool, there are some interesting or alluring things that will be seen and found in it. And tourists who enter this Sampuraga tourist attraction can bring out interesting activities in it such as seeing the Sampuraga pool, Natural Therapy on the Sampuraga river, and the Sampuraga legend. Previously, this Sampuraga tourist attraction had been neglected and had not been cared for, now the shape of the Sampuraga hot spring has been well maintained. Then the ground surface where the Sampuraga spring came out, has now been repaired with a permanent layer of cement and patterned rocks. Around it, a guardrail has also been made so that tourists are safe when they want to see the overflowing hot water that comes out.

Based on the law governing the village, the village government has rights and obligations in terms of improving the welfare of the region by optimizing all existing potential. One of the efforts of the Sirambas Village Government is to improve the economy of the Sirambas village community from the Sampuraga tourist attraction. Where as previously explained, this Sampuraga tourist attraction is interesting because it has charm and can also be used as a historical reference that is obtained when visiting Sampuraga tourism such as Sampuraga hot springs, natural therapy on the Sampuraga river and the legend of Sampuraga.

In running a government, the most important thing to make is policy. Because this is an indicator that the village government manages and pays attention to the village it leads to. As for the policies, such as regulations and work programs that want to be implemented in the village. Then a policy does not work if there is no support from the community. In an effort to manage and improve independent villages, the Sirambas village government is also trying to open up job opportunities for the Sirambas village community and trying to bring people from outside the area to come to the Sampuraga tourist attraction. Then the Sirambas Village Government also performs several roles such as Policy, Strategy, and Communication so that economic improvement and community welfare in Sirambas village can be achieved.

Through BUMDes, the management of the tourist village in Sirambas village is carried out by conducting outreach to the community so that the community always maintains and cares for the Sampuraga tourism. And to improve its own economy, BUMDes provides guidance to village communities to sell and manage parking on the Sampuraga tour. Judging from the analysis of BUMDes policies in managing and optimizing Sampuraga tourism objects, there are three economic activities driven by BUMDes by involving the community, namely selling, maintaining cleanliness and managing parking. From interviews conducted with the people of Sirambas village, they really felt the impact of improving the economy after the construction of the Sampuraga tourism object through the involvement of BUMDes.

In addition to the policies described previously, BUMDes Sirambas also carried out several development strategies to increase community visits from outside the Sirambas village to Sampuraga tourism objects. Through promotions using social media and mainstream media as well as advertisements broadcast through community radios, BUMDes socializes the Sampuraga tourist attraction. Making profile videos and also being a part of BUMDes in increasing public knowledge of these tourist objects. Furthermore, the step taken by BUMDes Sirambas is to build cooperation with relevant agencies in the development of tourism objects in Sirambas village.

IV. CONCLUSION

Village Owned Enterprises (BUMDes) is one of the government programs formed in order to improve the welfare of the village economy as well as an empowerment institution for rural communities. The establishment of this business institution was initiated by the village community and also carried out by the village community. The existence of BUMDes has a role as an instrument to explore the potential of the village which will later be managed as a BUMDes business unit. The existence of BUMDes aims to carry out village development independently and village communities are able to compete with the market with the aim of improving the welfare of rural communities.

The role of BUMDes, Sirambas Village Government, Mandailing Natal Regency in improving the community's economy from the Sampuraga tourist attraction, has been running when viewed from three indicators, including policy, strategy, and communication. Then the role of this village government can be seen by inviting the community to sell at tourist spots, then managing parking lots and also environmental cleanliness. And the village government also conducts socialization to the community in terms of providing an understanding that the Sampuraga tourism object can improve the economy and also provides direction to the community must continue to take care of the Sampuraga tourism. The village government also conducts socialization to the tourism office so that the Sampuraga tourism can be known by many people.

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