
STRATEGY TO IMPROVE ECONOMY COMMUNITY IN THE COVID-19 PANDEMIC THROUGH ESTABLISHING BADAN USAHA MILIK DESA

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Abstract: Mulyoagung Village established Badan Usaha Milik Desa (BUMDES) based on Law Number 6 of 2014 concerning Villages which requires all villages to have BUM Desa and with village funds so that funds can be allocated effectively and efficiently and not only for spending on consumables. The strategy of Bumdes Mulyoagung is very appropriate in an effort to provide support for local villagers during the COVID-19 pandemic. The existence of Bumdes Mulyoagung Village is still relatively new in the journey of Bumdes Mulyoagung, so a mature strategy is needed to build Bumdes Mulyoagung so that it can survive and develop more advanced in the future. The reason for this research is strengthened by the desire to drive the economy that starts from the village as a basic component of community development in supporting national development.

Keywords: strategy, local economy, pandemic

INTRODUCTION

The rapid development of technology poses a challenge for people to always be quick and responsive to changes in order to decide on effective strategies to survive. Today's digital environment has logical consequences for all resources especially in public agencies, both in preparing human resources in understand digital techniques and supporting digital facilities and infrastructure in accommodating excellent service to citizen according to the demands of the era.

Performance of government agencies in Indonesia is required to work together in providing quality services to the citizen. The services provided aim to increase the level of welfare of every citizen through fulfilling all community life aspects in the fields of education, health, economy, and other aspects. In an effort to provide these services, the government clearly needs financial management.

Perspectives above are important foundations of this discussion regarding strengthening local economic community through establishing Badan Usaha Milik Desa (Bumdes). Financial statements for a company are important. Financial statements

become a benchmark that represents the company's performance. But in the era of digital companies or known as Start Up companies and also governance, financial reports unseen not well managed.

The COVID-19 pandemic requires all parties, especially the government, to be able to maintain and maintain economic, political and other aspects of life. The ongoing COVID-19 pandemic has hit the economy hard. This is one of the impacts of government policies during the COVID-19 pandemic where large-scale social restrictions (PSBB) were imposed. The purpose of this policy is none other than to suppress the spread of the corona virus by limiting activities outside the home, maintaining distance, and avoiding crowds. This condition clearly has consequences that spread not only health problems, but also economics and other fields. It is undeniable, this situation requires all parties to be more concerned, alert, and independent during the COVID-19 pandemic, not only the government but also all elements of society. At the government level, both the central government and regional governments are trying to innovate in order to adapt in building the economy during the COVID-19 pandemic. One of the efforts to support the economy during the pandemic is an innovation made by Village Owned Enterprises (Bumdes) in managing the economy of rural communities.

The challenges faced during the COVID-19 pandemic include: 1) Slowing macroeconomic growth. Minus growth occurred in the first quarter of 2021. However, the overall trend increased or improved from the previous year, especially in Indonesia's six leading sectors which continued to grow positively. The Indonesian economy in the first semester of 2021 against the first semester of 2020 experienced a growth of 3.10 percent. In terms of production, the largest growth occurred in the Information and Communication Business Field of 7.78 percent. Meanwhile, in terms of expenditure, all components grew, the highest growth occurred in the Export Component of Goods and Services at 18.51 percent. (www.bps.go.id); 2) Economic recovery policy. During the covid-19 pandemic, the government has provided social assistance funds to the community in the hope that the assistance will be able to increase people's purchasing power so that they do not fall into the economy; 3) Employment opportunities, poverty, and welfare levels. Social assistance funds provided by the government are expected to reduce poverty in the lower middle class or those who are vulnerable to poverty; 4) Indonesia's economic base and opportunities for the millennial generation. Indonesia still relies on the economic sector which is still focused on the domestic economy, in the sense that it is still little related to exports and imports. The role of the millennial generation is to apply technology to the economy in the future.

Efforts to improve the economy during the pandemic are actually not only the task of the government, but all elements of society should participate together. Promoting Village-Owned Enterprises (Bumdes) to improve the village economy is an interesting topic, especially in the conditions of the COVID-19 pandemic which requires cooperation and support from many parties, both from the community, the private sector, as well as students as agents of change. which is also included in the millennial generation and Gen Z categories where information and communication technology is a daily meal. The academic community, especially students, are also expected to be able to bring new innovations to the community. Students with duties as agents of change have an important role in making changes. Therefore, this is a momentum for learning and self-development for students in the field who are in direct contact with the community. It becomes a challenge when it comes to implementing knowledge in real life or practice in the field.

Regarding these conditions, the Regional Government was also asked to assist the Central Government regarding President Joko Widodo's target so that economic growth could reach more than 7 percent in the second quarter of 2021. For information, economic growth in the first quarter of 2021 began to turn positive at -0.74 percent from -2.19 percent in the fourth quarter of 2020. In order for economic growth to increase, the State Revenue and Expenditure Budget (APBN) and Regional Revenue and Expenditure Budget (APBD) need to be encouraged so that their realization is faster so that they can be felt directly by the community, especially during this covid-19 pandemic. This triggers the emergence of a focus on developing potential and superior products in regions and villages that are managed through Villages and Badan Usaha Milik Desa, including: 1) Low economies of scale; 2) Weak market access; 3) Long distribution channels; 4) Low post-harvest facilities; and 5) Difficulty in capital.

Policies carried out during the COVID-19 pandemic can be carried out by diverting village funds into Bumdes capital. However, this is not the main source of capital. Bumdes can also approach the private sector that can help the sustainability of Bumdes. The form of private support, for example, can be done in the provision of facilities and infrastructure. The involvement of the private sector or entrepreneurs in supporting Bumdes and the village economy is expected to be able to provide encouragement as well as incentives, capital credit, taxes and ease of licensing or so on. In the long term, to support the development of superior rural products, it is necessary to facilitate the implementation of business which brings together the regions with investors or related parties.

The Village Government from the beginning needs to prepare for the preparation and re-mapping stages related to the village's potential. Starting from mapping vacant land, economic commodities, agriculture, social and all aspects of people's lives, regional areas and other potentials. Then from there it is expected to produce information about the condition of residents, physically and infrastructure for village development, for example the number of residents, types of work and livelihoods, potential natural resources and infrastructure that can be utilized by the community, especially during the COVID-19 pandemic and for those affected, ranging from the agricultural sector, crafts, to village tourism.

Support for community members to be able to grow independence during the COVID-19 pandemic is provided through Village Fund Assistance which is directly converted into work. Residents who receive financial assistance in the form of business/work remain dignified, because there is work to be done and the nature of which is clear regarding the goals to be achieved. The program through village fund assistance is designed to be interrelated and sustainable. Furthermore, the village can show the results of the program being implemented. For example, agricultural vegetable plantations and apples that can be marketed by the residents themselves together with Bumdes. This can be developed in collaboration with agencies and companies or even investors to support program outcomes and program development. Under current conditions, the government can also be present to fill the empty space and act as an enabler and policy maker in developing programs with residents and Bumdes. So, from this mapping, connecting tools appear that connect supply and demand.

The reason the author focuses on the Bumdes strategy in strengthening the community during the COVID-19 pandemic is very relevant to the conditions currently being faced. The reason for the research is strengthened by the desire to drive the

economy that starts from the village, the basic component of community development in supporting national development.

METHOD

The type of research used is qualitative research, namely by explaining and describing systematically and in depth about the problems studied through an analysis process carried out by collecting data and information so as to provide a clear picture of the object to be studied, then draw conclusions. Qualitative research is a research procedure carried out to reveal a holistic-contextual phenomenon that produces descriptive data in a specific context by utilizing various scientific methods and relying on observations.

The location of this research is Badan Usaha Milik Desa Mulyoagung, Malang Regency. The research subject is the Village Government which has the authority to manage villages related to Mulyoagung Village and Pasar Minggu Community. This research begins by first determining the research problem and problem boundaries so that there is no expansion of the problem that is not in accordance with the research objectives, and so that the research results are presented in more detail and depth according to the characteristics of research using a qualitative descriptive approach. So, in this study, the focus of research is on the development of Pasar Minggu as an object of a village-owned business entity, developed by residents together with Bumdes.

Arikunto (2013:172) explains that what is meant by the data source is the subject from which the data is obtained. Lofland in Moleong (2007:157) states that the main data source in qualitative research is determined at the beginning and must be valid enough to be used. In this study, data collection techniques used observation, interviews and also documentation. Riyanto (2010: 96) states that observation is a data collection method that uses observations of research objects that can be carried out directly or indirectly. Interview is a collection of data by holding face to face directly between the person in charge of collecting data with the person who is the source of data or the object of research through an interview guide. Documentation is a record of events that have passed at the time of conducting research. Documentation techniques, namely collecting data by viewing or recording a report that is already available, can be in the form of photos, documents, or field notes or field notes.

FINDING AND DISCUSSION

National Economic Recovery (PEN Program) during the COVID-19 pandemic, in addition to encouraging the realization of the APBN and APBD budgets, the government also relies on the Ministry of Public Works and Public Housing (PUPR) in the process of national economic recovery this year, through infrastructure development and continuing to carry out development in Indonesia. pandemic period. It was stated that there were several stages related to efforts to recover the national economy: 1) Prioritizing policies related to handling the spread of the Covid-19 virus because this policy is important and urgent to accelerate the process of national economic recovery; 2) Increase public awareness, intensity, and quality of the socialization process to implement health protocols during the current health emergency; 3) Providing social

assistance (bantuan sosial/bansos) for the community and business actors affected by the COVID-19 pandemic, including through the distribution of subsidies, social assistance, and restructuring; and 4) Strengthening the benefits of fiscal policy for the public, corporations, and financial sector stability during the current COVID-19 pandemic. This will accelerate the process of national economic recovery. (tirto.id/ggws).

The village fund distribution phase, starting with the Central Government, has realized the first phase of the distribution of village funds to the Village Government. The village funds have been distributed by the Indonesian Ministry of Finance (Kemenkeu). Once distributed, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendesa PDTT) is tasked with overseeing the priority of using Village Funds to comply with the Ministerial Regulations that have been set.

A. Implementation of Bumdes in Mulyoagung

Mulyoagung is a village in the Dau sub-district which consists of five hamlets, namely Jetis, Sengkaling, Dermo, Jetak, and Jetak Ngasri. Mulyoagung village with an average land height of approximately 600 meters above sea level, the air is cool according to the area which is located on the slopes of Mount Panderman. Mulyoagung Village is classified as a Swakarya village which typologically excels in industry and services. Mulyoagung Village is also famous for its traditional arts, one of which is the bantengan. In Mulyoagung Village there is also a recreation area, namely Sengkaling Tourism which is located in Sengkaling Hamlet, right in front of the Mulyoagung Village Office. Most of the residents of Mulyoagung Village work as farmers, teachers, craftsmen, entrepreneurs, and entrepreneurs.

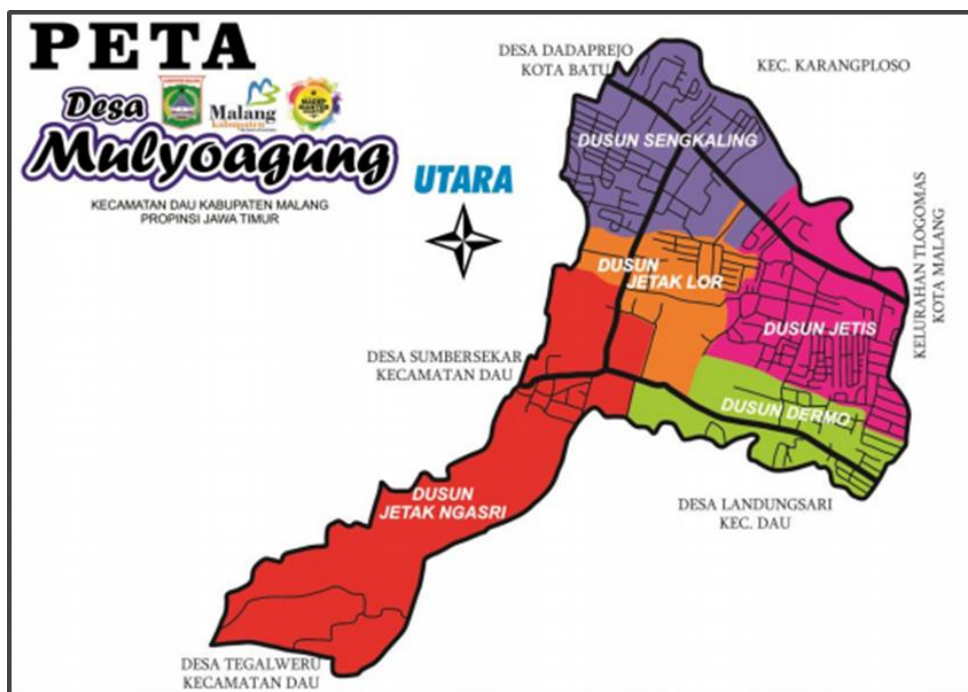


Figure 1: Mulyoagung Village Map
Source: desamulyoagung.blogspot.com

The implementation of the Bumdes strategy in an effort to support the strengthening of the community's economy will run well if there is support and the

process is carried out on target, one of which is socialization activities. Socialization activities for the management and development of Bumdes in increasing village original income during the COVID-19 pandemic are often carried out in Mulyoagung Village, Malang Regency. In its implementation, it also adheres to health protocols, namely by at least maintaining distance, wearing masks, and washing hands before entering the area where the socialization is carried out, which is usually done at the local village hall. The event was attended by local residents and village officials as well as other interested parties.

The COVID-19 pandemic has an impact on all aspects of life, especially those related to business and community economic activities. For people in rural areas, efforts to recover the economy and at the same time seek business breakthroughs during this pandemic can be done by optimizing the role of Bumdes, as a formal economic institution in the village. The Bumdes program has been going on in Malang Regency for a long time with the existence of several Bumdes which are engaged in tourism. This is supported by the emergence of Law Number 6 of 2014 concerning Villages which also regulates the establishment of Bumdes. Thus, the village through the Village Government has clear references regarding the implementation and development of the village as well as the management of village funds, including the existence of Bumdes. The inauguration of the Mulyoagung Village Owned Enterprise itself was inaugurated in 2020. This was conveyed by one of the BUMdes Mulyoagung employees, namely Mr. Yuswoh during an interview and field observation session in digging up data and information regarding the Bumdes strategy and its role during the COVID-19 pandemic. The existence of Bumdes Mulyoagung is still relatively new in the journey of Bumdes Mulyoagung, so a mature strategy is needed to build Bumdes Mulyoagung so that it can survive and develop more forward in the future.

Mulyoagung Village established Bumdes against the background of Law Number 6 of 2014 concerning Villages which requires all villages to have Bumdes and with village funds so that existing funds can be allocated effectively and efficiently and not only for spending on consumables. Since it was first established, the Bumdes Mulyoagung itself was started by collaborating with the Tourism Awareness Group and the Sunday Market Association in Mulyoagung Village. The Sunday Market Community itself is one of the unique Bumdes Mulyoagung, where this market is only opened on Sunday mornings, this is done because it sees opportunities on Sundays many people exercise or just enjoy the holidays. So that this opportunity is seen as a good potential in the context of socializing various activities and business products that are being developed in Mulyoagung Village.

B. Bumdes Mulyoagung's Strategy in Developing Village Business

The Village Fund Distribution Mechanism is regulated in PP Number 8 of 2016 article 16, it is stated that Village Funds will be channeled in stages by the government through the State General Treasury Account (RKUN) to the district/city government through the Regional General Cash Account (RKUD) then the village government also distributes to the village through the Village Cash Account (RKD). The distribution of Village Funds from the RKUN to the RKUD can only be implemented if the district/city regional government has submitted the following documents: 1) Local Regulation on APBD; 2) Regulation of the Regent/Mayor concerning procedures for the distribution and determination of the details of the Village Fund; and 3) Report on the realization of the distribution and consolidation of the previous year's use of the Village Fund if it has

been implemented. Meanwhile, the distribution of village funds from RKUD to RKD is also only carried out if the Village Government has submitted the following documents: 1) Village Regulation regarding the current year's Village Budget; and 2) Report on the realization of the previous year's use of the Village Fund.

To ensure the implementation of village funds runs smoothly and well, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, the Ministry of Finance, and the Ministry of Home Affairs will conduct monitoring and assistance to district/city local governments covering five important aspects, namely:

1. Issuance of a Regent/Mayor Regulation concerning the procedures for the distribution and determination of the amount of the Village Fund
2. Distribution of Village Funds from RKUD to RKD
3. Submission of reports on the realization of Village Fund distribution and consolidation
4. Remaining Village Funds
5. Determination of Priority for the Use of Village Funds.

To support socialization and strengthen supervision of Village Funds, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration has established a Village Task Force. The Task Force will also help identify various problems that block the allocation of Village Funds. In addition, the Kemendesa PDTT also opens space for people who wish to submit complaints of misappropriation of Village Funds by contacting Call Center 1500040.

The COVID-19 pandemic has an impact on all aspects of life, especially those related to business and community economic activities. For people in rural areas, efforts to recover the economy and at the same time seek business breakthroughs during this pandemic can be done by optimizing the role of Bumdes, as a formal economic institution in the village.

According to Permendes 21 of 2015, the first priority for using the Village Fund is to build infrastructure, including roads, irrigation, simple bridges, and bridges or buildings that are useful for increasing the level of soil stability, which is generally built walls in areas where soil conditions are still unstable. Most retaining walls are made of masonry reinforced with a mixture of cement, sand and water. In addition, health and education sectors also need to be prioritized, including Posyandu and PAUD. Taking into account that if the infrastructure and village facilities and infrastructure are good, the Village Fund can be used for village community empowerment such as the development of Village Owned Enterprises (Bumdes), the formation of Village Community Empowerment Cadres (KPMd), and capacity development of Community Study Rooms in the village. (Community Center). In its realization, the community has the right to independently determine the use of the Village Fund in accordance with the village deliberations (musyawarah desa/musdes) as regulated in Law Number 6 of 2014 concerning Villages.

An accurate strategy is one thing that must be carefully prepared, starting from the provision of qualified Human Resources (HR) in managing village businesses and their development efforts. In addition to qualified human resources, Mulyoagung Village BUM has also prepared concepts for developing village businesses in the future, although for its implementation it is still waiting for the right conditions or in other words waiting for the COVID-19 pandemic conditions to improve. The Sunday market is one of the village businesses that is still running during the pandemic, because the

Sunday market itself is only held once a week and has also implemented strict health protocols. Bumdes itself has plans for the future where the Sunday market is not only held on Sundays, but is held every day. Then the Sunday market will also be built such as playgrounds, morning sports venues and various other supporting facilities that can help the development of village businesses in Mulyoagung Village.

CONCLUSION

From the discussion above, the strategy for developing the Bumdes Mulyoagung during the COVID-19 pandemic is still in the early stages to continue to be developed considering that it has only been formed since 2020. Currently Bumdes runs village businesses well and has future plans related to policies in support of the community and traders at the Sunday market while still adhering to health protocols during the COVID-19 pandemic.

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