

PARTNERSHIP PATTERNS BETWEEN VILLAGE-OWNED ENTERPRISES (BUMDES) AND THE COMMUNITY IN AN EFFORT TO INCREASE THE SELLING POWER OF HOME PRODUCTS IN PASIRLANGU VILLAGE, PAKENJENG SUB-DISTRICT, GARUT DISTRICT

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Abstract

The economic activities of rural communities are different from urban communities, especially in efforts to fulfil the needs of life, rural communities do more of their own business to meet the needs of life, by utilising natural resources and optimising the potential of personal abilities in processing natural resources into a product that has a selling value to help fulfil the needs of life. The community always tries to explore the potential of the area, especially from the community forest sector and the agricultural sector. With government restrictions on the community's authority to utilise forest products, the community is more focused on optimising their plantation and agricultural products to help meet their needs or even as the main source of income. This is also the case with the community in Pasirlangu Village, Pakenjeng Subdistrict, where the community is more dominant in utilising the potential of community forests, plantation potential, agricultural potential and livestock potential. The business potential of the community in this area includes collecting palm fibre, kolang kaleng and brown sugar from Aren trees, the potential of the plantation sector, agriculture and livestock, especially sheep. On the other hand, the government policy to establish BUMDes is a bright spot that is better, of course, with the businesses that have been run by BUMDes. The opportunity for BUMDes to help sell community home products in Pasirlangu Village is very large and wide open, considering that BUMDes already has a larger market elsewhere, government support and the use of Information Technology in helping to market local products more widely. This thinking leads to how to create a system of foster fathers and foster children between BUMDes and the community in marketing home products to be wider and more valuable and able to increase the selling power of products which in turn increases the purchasing power of the community.

Keywords: Home products, BUMDes, Fostering cooperation, Product selling value.

INTRODUCTION

Rural communities have a different character from urban communities, especially in efforts to fulfil the needs of life, rural communities do more of their own business to meet the needs of life, by utilising natural resources and optimising the potential of personal abilities in processing natural resources into a product that has a selling value to help fulfil life needs. The community always tries to explore the potential of the area, especially from the community forest sector and the agricultural sector.

With government restrictions on the community's authority to utilise forest products, the community focuses more on optimising their plantation and agricultural products to help fulfil their needs or even as the main source of income.

This is also the case with the community in Pasirlangu Village, Pakenjeng Subdistrict, where the community is still quite dominant in utilising the potential of community forests, plantation potential, agricultural potential and livestock potential. The potential of community businesses in this area includes palm fibre, kolang kaleng and brown sugar from Aren trees, the potential of the plantation sector, agriculture and livestock, especially sheep.

At the next stage is the marketing of community products that have not shown good selling value, because so far the products are sold directly to consumers or sold to dealers with very small value. So that it has not shown the community's income through the selling value of the product.

On the other hand, the government policy on the establishment of BUMDes, one of which is in Pasirlangu Village, shows a better bright spot, of course, with the business that has been run by BUMDes.

The opportunity for BUMDes to help sell community home products in Pasirlangu Village is very large and wide open to the use of Information Technology in helping to market local products more widely. This opportunity leads to a system of foster fathers and foster children between BUMDes and the community in marketing home products to be wider and of high value and able to increase the selling power of products which in turn increases the purchasing power of the community.

The establishment of BUMDes is a way to utilise the law that authorises village governments to innovate in village development, especially to improve the village economy and welfare for the village community. In reality, many villages fail to run BUMDes due to lack of village readiness and minimal potential from the village. The purpose of this study is to determine the condition and governance of BUMDes that are developing. The method used is a qualitative approach. The results of this study show that the condition of BUMDes in Pasirlangu Village has been running in accordance with the objectives of BUMDes formation and is able to help improve the village economy. However, there are still obstacles in the management of BUMDes in some areas such as the types of businesses run are still limited, limited human resources who manage BUMDes and low community participation due to their low knowledge.

With the current conditions, it is possible for village governments to optimise the ability of BUMDes to manage the marketing of existing products to have a high selling value. The abundance of agricultural products, plantations, agricultural cultivation, forest products that so far still have a low selling value and have a low bargaining value, then with a partnership pattern that will be developed through a foster father pattern implemented by

BUMDes is expected to be a solution in increasing the selling value and increasing the purchasing power of the community in Pasirlangu Village.

RESEARCH METHODS

In this study the authors used field research (field research), field research is research to describe and analyse phenomena that occur according to the research revealed (Sukmadinata 2009: 60). According to Nawawi 1990: 1990 there is a type of research used in research using descriptive methods, which means according to the facts in the field to be studied, while according to Arikunto, (2010: 234), descriptive research is research that collects information based on the state of the symptoms as they are in the field. The symptoms referred to in this study are symptoms that occur in the Pasirlangu Village community regarding cooperation between village communities and their business potential associated with the ability of BUMDes Sejahtera Rahayu in the village which already has the ability to increase product marketability better.

Research Methods Participation Observation was conducted in this study, where researchers participated in every community business activity following the flow of production and marketing, in order to have authentic data about problems and business potential in the village community,.

On the other hand, researchers also conducted participant observation in the business activities and management of BUMDes management, to be able to see the potential that might be cooperated with community products to optimise the sales of community products.

In addition, data collection techniques in this study used interviews with communities directly related to community businesses and BUMDes business activities. To sharpen the research results, second opinion observations were also conducted through several resource persons outside the community business actors and BUMDes to sharpen the research data.

Participation Observation was also conducted on the community business process, the business process at BUMDes, so as to understand the business process and all processes that have been implemented and be able to make alternatives for new business models that are more profitable.

The data analysis technique used in this research uses the theory of Miles and Huberman, namely data reduction, presentation of data conclusions / verification. While the data validity checking technique in this research is the extension of participation, triangulation, and members check.

Partisipatif Research



Data Presentation Researchers want to find authentic data about regional problems and potentials so that the initial stage is certainly able to present problem and potential analysis data. Furthermore, the data on problems and potentials were made and arranged according to the priority scale that was most likely to be implemented in Pasirlangu Village. Then this data is used as material to develop a research model.

RESULT AND DISCUSSION

Rural Economic Organisations are an important part but still a weak point in order to support the strengthening of the rural economy. Therefore, systematic efforts are needed to encourage these organisations to be able to manage strategic economic assets in the village as well as develop economic networks to increase the competitiveness of the rural economy. In this context, BUM desa is essentially a form of consolidation or strengthening of village economic institutions. Some agendas that can be done include: developing human resource capabilities so as to be able to provide added value in the management of village economic assets, integrating rural economic products so that they have a good bargaining value position in the market network, realising the economic scale of the economic business that is returned, strengthening village economic institutions, developing supporting elements such as micro-credit, market information, technology and management support, economic infrastructure and communication networks as well as coaching and regulatory support.

BUM desa is an instrument for utilising the local economy with various types of potential. The utilisation of this potential is primarily aimed at improving the economic welfare of villagers through the development of their economic businesses. In addition, the existence of BUM desa also contributes to the increase of the village's original source of income,

enabling the village to optimally carry out development and improvement of people's welfare.

Considering some of the above, Pasirlangu Village on 12 March 2017 established a village-owned enterprise or often called BUMDes and named Sejahtera Rahayu. With the establishment of BUMDes Sejahtera Rahayu in the future, it is expected to be able to utilize the potential and assets of the village to build the welfare of Pasirlangu villagers, because it is no longer a central program or a package of programs from the local government, but village development driven by the strength of the community.

At the beginning of the establishment of BUMDes Sejahtera Rahayu, the capital was zero rupiah or dengkul capital. Nevertheless, it does not mean that this BUMDes will be barren, but is able to grow rapidly. This is evidenced by the development of new business units managed by BUMDes Sejahtera Rahayu and increasing its assets. All of this cannot be separated from the exploration of potential in the standing crew in determining operational units based on human resources and natural resources, no less important is God's resources as the main basis for developing business. This condition is used as the basis for making an accountability report by the manager in managing BUMDes Sejahtera Rahayu.

The research was conducted in Pasirlangu Village and BUMDes Sejahtera Rahayu Pasirlangu Village, Pekenjeng District, Garut Regency, with the consideration that with the potential of the region; forests, plantations, agriculture in this region, the community should be able to increase the marketability of products, while in this village there is a fairly advanced BUMDes, so it is possible that BUMDes can help the community to sell their products at a better price. The respondents of this study are people who have home-based businesses in the Pasirlangu village area and have products that are usually traded, the surrounding community of Pasirlangu Village, government officials in the village, buyers of community products, and village managers.

Cooperation of BUMDes Sejahtera Rahayu;

In the AD/ ART of BUMDes Sejahtera Rahayu Article 30 BUMDes can collaborate with other parties.

- (1) Cooperation as referred to in paragraph (1) consists of:
 - a. business cooperation; and
 - b. non-business co-operation.
- (2) Cooperation as referred to in paragraph (1) must be mutually beneficial and protect the interests of the Village and the Village community as well as the cooperating parties..
- (3) Other parties as referred to in Article 29 paragraph (1) include at least the Central Government, Regional Governments, Village Governments, the business world or cooperatives, non-governmental institutions, non-business co-operation educational

institutions and socio-cultural institutions owned by Indonesian citizens or legal entities, and other BUM Desa.

Article 31 states that :

- (1) Business cooperation as referred to in Article 30 paragraph (2) letter a includes but is not limited to cooperation with the Village government in the field of utilisation of Village assets in accordance with the provisions of laws and regulations regarding Village asset management..
- (2) In the business cooperation as referred to in paragraph (1), BUM Desa is prohibited from making or placing the burden of any obligation or performance for other parties including for closing the risk of loss and/or loan guarantees for Village assets that are managed, utilised, and certain benefits are derived..

From the AD / ART, it is concluded that BUMDes Sejahtera Rahayu is still very possible to build cooperation with community home businesses, especially community businesses in the Pasirlangu Village environment, Pakenjeng District.

There are several superior BUMDes programmes that are the duties of BUMDes that are actually required to be implemented by the management responding to the task of assisting the development of community businesses in their area, as follows:

- Utilising the potential of existing human resources in the village as an asset to drive the local economy;
- Encourage the growth of local product initiatives and innovations, so that they have high competitiveness both at the national, regional and local levels;
- Improving Competence and Competitiveness of Rural Enterprises Independently and Professionally;
- Realising synergies and networks between BUMDES and other businesses to improve mutually beneficial relationships;
- Increase economic resilience by promoting people's economic enterprises through strategic programmes in the fields of agricultural production, marketing, small and medium enterprises, and tourism.
- Increasing community participation in development so as to foster awareness and independence in sustainable village development.;
- Creating a safe and orderly atmosphere in community life;
- Creating dynamic, prosperous and cultured village communities;
- Creating employment opportunities for underprivileged people in the village;
- Development of economic enterprises through savings and loans and real sector businesses;
- Development of social services through social security system for households;
- Development of basic rural infrastructure that supports the economy;

- Develop a network of economic co-operation with various parties;
- Facilitate community needs in fulfilling basic needs;
- Utilising the potential of village resources that have not been optimised;
- Accommodate partially managed and underdeveloped economic activities;
- Generating small and medium economic activities through the development of various home industry crafts;
- Helping to manage village development programmes, especially in the context of poverty alleviation and rural economic enterprise development.;

The research was carried out in several ways as usual research was carried out, of course the standard of research itself in my opinion must have IMRaD criteria (Introduction, Method, Research and Decision) so of course this research begins with an initial analysis where community products do not have a high selling value because they cannot be marketed properly, because they only rely on direct buyers who of course have low purchasing power as well. While on the other hand BUMDes in the village already have the ability to market products to have a fairly high selling value, coupled with utilising Information Technology, one of which is by utilising Social Media as a Trend Setter.

From the results of the research, the authors get several problems and potentials which are initial data to create a system formulation that can be developed to answer problems about the weak value of community selling products that have an impact on the marketing force of rural communities, by utilising the ability of BUMDes in selling products from the BUMDes business. The data on community problems and potential are as follows:

NO	PROBLEM	POTENTIAL	PROGRAMME POTENTIAL
1.	People's purchasing power is still low	Regional potential in forests, agriculture, plantations	Product sales competitiveness improvement programme
2.	Products are still traditionally packaged, not yet showing products with attractive packaging.	Many teenagers are of productive age and have IT backgrounds to be maximised to create product packaging designs.	Packaging design training for productive age residents
3.	Community products are sold directly at a very minimal selling price	There is a BUMDes that has a fairly wide sales	Cooperation programme between BUMDes and the

		network and has access to online sales	community for marketing home-grown products.
4.	People are pessimistic about the new programmes offered	Village and community leaders support the programme.	Cooperative marketing programme between the community and BUMDes.

Some programmes that are very likely to be implemented as a result of the above analysis and become priorities that can be implemented are as follows :

1. A programme to improve the competitiveness of home-grown products through the development of market access, for example by expanding the market distribution of products, improving quality through appropriate technology. As well as improving standards according to product market demand. This process will increase the penetration of product selling power in the Pakenjeng, Bungbulang and South Garut areas in general. Moreover, Pakenjeng and Bungbulang are strong in Sugar, Opak, Patchouli and Vetiver Product Brands.
2. Packaging design training for residents, especially in productive age, especially product design and packaging design training. With the use of Android Applications, which are consumed by the community, including in Pasirlangu Village, this is a potential that is very likely to be developed.
3. The cooperation programme of BUMDes Pasirlangu Village with its product marketing advantages can be an example for people who have businesses as well as a mentor and facilitator for the community to improve the marketing of their home products. For example, the community entrusts their products to be stored in the BUMDes showroom or BUMDes Pasirlangu workshop. Or the community's home products can be distributed and sold through the BUMDes network in Pasirlangu Village, which is proven to have a wider marketing network. Thus, if the product already has a brand through BUMDes, it is automatically one of the processes of Brand Image.
4. Marketing cooperation programmes between the community and BUMDes through product exhibitions at the district, provincial and national levels, because in fact BUMDes often receive invitations to participate in the exhibition of their regional superior products. This is an opportunity that can be optimised as a market development process. Because it is a necessity that business products will develop if the market develops well.

Solutions for Developing Community and BUMDes Cooperation:

- a. By looking at this reality, the author offers a pattern of fostering foster children with foster father funds. Where BUMDes is the foster father and the community is the adopted child. So that in the context of alignment and mutual benefit they become good partners.
- b. Where BUMDes is the marketing / product seller and the community is the product provider.
- c. This model/pattern started with selling agricultural products and agricultural cultivation products, and showed quite good results as a mutually beneficial cooperation pattern for both parties.
- d. In the future this pattern will be carried out for various marketing of community products by BUMDes and should be a pilot project for other villages in Kecamatan Pakenjeng.

Constraints to Co-operation Development :

1. Contribution of community business owners
The first obstacle is the community's a priori attitude towards this research, whether it will be able to contribute to them or only involve them for the personal interest of the researcher.
This is because there are often studies conducted by universities that do not contribute anything to them. The author needed time to approach the community and convince them that the researcher was working with BUMDes, which is their own asset, to help develop the community's business better.
2. Managers are still a priori because they are afraid that their interests will be disrupted.
Another thing that was quite difficult was to convince the BUMDes management that the pattern that will be run will not interfere with their business interests, even if it is developed this pattern will be able to support the growth of their business types.
3. Doubts that the research results can be used as a model
The local village government's doubts about the model to be run in their area through the dominant role of BUMDes, became one of the obstacles and problems at the beginning of the research, but over time, through a participatory approach process, researchers were finally able to prove that this pattern could be developed even on a small scale. And in the future, it will be expanded on a larger scale..

CONCLUSIONS

From the results of this study, the authors can draw the following conclusions:

- a. The potential of home-based businesses in a rural area is a considerable potential to be developed, and can become the mainstay of community livelihoods if marketed

properly, including utilising partners such as BUMDes by optimising Information Technology through digital marketing..

- b. BUMDes with all its advantages and capabilities if it makes community home products as its trade commodity suppliers, will have more business profits, for the community will also be able to increase the selling value of its products..
- c. Pasirlangu Village was used as a pilot to implement a cooperation programme with a father-son partnership pattern, for BUMDes business development and increasing the selling power of home products. And this has shown progress assessed by increasing the bargaining value of products.
- d. This pattern, if it continues to develop well, will become a pilot project, especially in Pakenjeng Sub-district..

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