

Analysis of the Economic Potential of Mutih Wetan Village and How to Develop It Through Village-Owned Enterprises (BUMDes)

Williyan Nawwal Maulana¹, Tamamudin², Muh. Khafidz Ma'shum³, Achmad Tubagus Surur⁴, Muhammad Heri Mauludin⁵

^{1,2,3,4} UIN K.H. Abdurrahman Wahid Pekalongan, Indonesia

⁵ Universitas Al Azhar

Email: williyan.nawwal.maulana@mhs.uingusdur.ac.id

ABSTRAK BUMDes, atau Badan Usaha Milik Desa, merupakan badan usaha yang dimiliki sebagian besar atau keseluruhan modalnya oleh desa, diperoleh melalui investasi langsung dari kekayaan desa yang dipisahkan. Tujuannya adalah mengelola aset, menyediakan layanan, dan mengembangkan usaha lainnya untuk meningkatkan kesejahteraan masyarakat desa. Sebagai kekuatan ekonomi baru di pedesaan, BumDes memanfaatkan peran pemerintah desa dan partisipasi aktif masyarakat lokal untuk mengoptimalkan potensi ekonomi daerah demi peningkatan kesejahteraan sosial dan ekonomi warga desa. Penelitian ini mengeksplorasi potensi ekonomi desa dan strategi pengembangannya melalui Badan Usaha Milik Desa (BUMDes). Dengan pendekatan deskriptif kualitatif, kami menyelidiki Desa Mutih Wetan untuk menilai potensi ekonomi yang meliputi sumber daya alam, industri kreatif lokal, keahlian dan tradisi lokal, serta faktor pendukung dan hambatan. Hasil analisis menunjukkan bahwa desa ini memiliki potensi besar dalam pertanian, peternakan, budidaya ikan, serta industri kreatif lokal. Namun, ada tantangan seperti keterbatasan modal dan akses pasar yang perlu diatasi. Strategi pengembangan melalui BUMDes diusulkan sebagai solusi untuk memajukan ekonomi desa. Langkah-langkah konkret termasuk penetapan produk atau layanan unggulan, perencanaan keuangan, pengembangan sumber daya manusia, dan strategi pemasaran. Diharapkan bahwa implementasi strategi ini akan membantu meningkatkan kesejahteraan masyarakat desa dan memperkuat daya saing ekonomi lokal. Temuan studi ini menunjukkan potensi desa dalam pengelolaan BUMDes yang diharapkan dapat membawa perubahan di bidang sosial dan ekonomi.

Kata kunci: analisis potensi ekonomi desa, cara pengembangan, dan badan usaha milik desa.

ABSTRACT: BUMDes, or village-owned enterprise, is a business entity that is majority or wholly owned by the village and acquired through direct investment of separated village assets. Its purpose is to manage assets, provide services, and develop other businesses to improve the welfare of the village community. As a new economic force in rural areas, BumDes leverages the role of the village government and the active participation of local communities to optimize regional economic potential for the improvement of the social and economic welfare of villagers. This research explores the economic potential of villages and their development strategies through village-owned enterprises (BUMDes). Using a qualitative descriptive approach, we investigated Mutih Wetan Village to assess its economic potential, covering natural resources, local creative industries, local expertise and traditions, as well as supporting factors and barriers. The results of the analysis show that the village has great potential in agriculture, animal husbandry, fish farming, and local creative industries. However, there are challenges, such as limited capital and market access, that need to be overcome. A development strategy through BUMDes is proposed as a solution to advance the village economy. Concrete steps include the establishment of flagship products or services, financial planning, human resource development, and marketing strategies. It is expected that the implementation of this strategy will help improve the welfare of the village community and strengthen the competitiveness of the local economy.

The study's findings demonstrate the village's potential for BUMDes management, which is anticipated to result in changes in the social and economic spheres.

Keywords: *analysis of village economic potential, development methods, and village-owned enterprises.*

1. INTRODUCTION

BUMDES emerged as a novel strategy aimed at enhancing the village economy by taking into account the needs and potential of the community. The local community manages BUMDES entirely; that is, from the village, by the village, and for the village (M. Zulkarnaen, 2017). A commercial entity that manages assets, services, and other enterprises for the maximum benefit of the village community and whose capital is entirely or mostly held by the village through direct participation deriving from separated communal assets. The local community manages BumDes entirely; that is, from the village, by the village, and for the village (Mayasari, 2019). The development of villages and rural areas is an important factor for regional development, poverty alleviation, and reducing disparities between regions (Soleh, 2017). All facets of society are concerned with the issue of independent and competitive communities. The government must research and identify the villages' potential for economic growth as local resources if it hopes to establish autonomous and competitive villages (Wibowo & Alfarisy, 2020).

By creating village-owned businesses (BUMDes), it is intended to increase the economic potential of villages, lessen their reliance on government support, and establish an autonomous village economy (Syarifudin & Astuti, 2020). The goal of social and economic development is basically the same, namely to create prosperity for the community, although the point of view and approach can be different (Prasetyo & Maisaroh, 2009). A state's or region's economic development can be determined by tracking its long-term economic growth (Mayasari, 2019). This goal is realized through several targets, including reducing the number of people classified as poor according to national standards to half the previous number. It is envisaged that initiatives targeted at enhancing the wellbeing of rural populations will help achieve the SDGs because the majority of Indonesia's impoverished live in rural areas (Wibowo & Alfarisy, 2020).

The program for rural development seeks to raise community well-being. The welfare of people is frequently solely linked to wealth, or the acquisition of wealth and property. Thus, the capacity to consume is the exclusive measure of welfare (Kasser et al. 2007). Rural areas, with all their potential, are the center of attention in economic development efforts in Indonesia. However, there are various challenges that hinder economic progress at this level. One of the significant problems is low access to markets. Geographical factors, limited transportation, and a lack of connectivity with economic centers are the main obstacles that prevent village business actors from marketing their products effectively to a wider market (M. Kuncoro, 2020). And also, the village has not been able to carry out its duties in facilitating technical expert services related to resource development and community entrepreneurship (Asep Nurwanda, 2020).

The second challenge facing rural areas is the lack of adequate infrastructure. Poor infrastructure, such as damaged roads, uneven electricity availability, and a lack of access to clean water, become obstacles to business operations and development in villages (Widodo, 2019). Apart from that, limited capital and knowledge are also serious problems in many villages. Lack of access to financial resources and minimal business-related education and training are barriers to the development of micro and small businesses in rural areas (A. Setiawan, 2019).

Therefore, this research will focus on three crucial problems that have been identified: low market access, a lack of adequate infrastructure, and limited capital and

knowledge. By understanding the roots of these problems, it is hoped that appropriate solutions can be found to significantly improve the village economy.

Although the literature on village economic potential has been the focus of researchers' attention, there are gaps in knowledge related to the identification of specific problems and development strategies. Some studies may not have touched on crucial aspects of holistic village economic development, such as the integration of social, economic, and environmental aspects in their analysis (A.B. Susanto, 2021). Thus, further research is needed to fill the gap and provide a more comprehensive understanding of the complexities of rural economies. A holistic and multidisciplinary approach is needed to address the challenges faced by rural communities and to develop sustainable strategies to improve their welfare.

In an effort to address the problems identified, this research will identify strategies that can be applied to enhance the economic potential of villages. These solutions will be based on an in-depth analysis of the factors that influence rural economic development. That is, the research will focus on identifying and assessing the local economic potential in each village. This involves a detailed analysis of available natural resources, local expertise and skills, and local and regional market potential (M. Kuncoro, 2020).

The motivation for this study was triggered by the aspiration to make a meaningful contribution to rural economic development in Indonesia. By deeply realizing the potential and challenges faced, it is hoped that the results of this research can serve as a basis for the formulation of more effective policies and the implementation of sustainable development programs, so as to have a real impact on improving the welfare of rural communities.

The purpose of this research is to conduct an in-depth analysis of the economic potential of the village and design appropriate strategies to develop it. The ultimate goal is to present concrete, evidence-based recommendations to various stakeholders, including the government, academia, and the general public. Thus, the main objective of this research is to make a significant contribution to improving economic welfare in rural areas through measurable and implementable measures.

This research has great significance for national economic development efforts. By improving the rural economy, the potential to create a more equitable distribution of economic benefits will be unlocked, which in turn will contribute to the overall improvement of people's welfare. In addition, it is hoped that the results of this study will serve as a source of inspiration and guidance for future research in this field, enriching our understanding of rural economic dynamics and advancing sustainable economic development.

2. METHOD

2.1 Type

IN THIS RESEARCH, THE AUTHOR USES A QUALITATIVE DESCRIPTIVE APPROACH. A PROBLEM FORMULATION CALLED DESCRIPTIVE QUALITATIVE RESEARCH GUIDES RESEARCH TO EXPLORE OR PORTRAY THE SOCIAL SITUATION TO BE STUDIED NEATLY, WIDELY, AND DEPENDENTLY. SEVERAL REASONS WERE ALSO PRESENTED, STATING THAT QUALITATIVE RESEARCH CONTRIBUTES TO THE RESULTS OF QUANTITATIVE RESEARCH. QUALITATIVE RESEARCH IS CONDUCTED WITH THE AIM OF DEVELOPING NEW UNDERSTANDINGS AND DISCOVERIES. SOCIAL PHENOMENA AND HUMAN PROBLEMS ARE THE SOURCES OF INVESTIGATION AND UNDERSTANDING FOR THE QUALITATIVE RESEARCH APPROACH. DESCRIPTIVE RESEARCH, WHICH

USES ANALYSIS, IS QUALITATIVE RESEARCH. QUALITATIVE RESEARCH OFTEN EMPHASIZES THE SUBJECT'S PERSPECTIVE, THE PROCESS, AND THE MEANING OF THE RESEARCH, USING THE THEORETICAL BASIS AS AN UMBRELLA OR SUPPORT TO MATCH THE FACTS IN THE FIELD (L, 2022).

2.2 Method

THIS RESEARCH USED SURVEY METHODS AND INTERVIEWS WITH VILLAGERS, FARMERS, BREEDERS, AND OTHER RELEVANT PARTIES TO COLLECT DATA ON THE ECONOMIC POTENTIAL OF THE VILLAGE, INCLUDING ASPECTS OF ANIMAL HUSBANDRY, AGRICULTURE, AND FISH FARMING.

2.3 Source

A LITERARY ANALYSIS WAS CARRIED OUT IN THIS STUDY THROUGH THE READING, RECORDING, AND PROCESSING OF RESEARCH MATERIALS.

2.4 Second-Level Heading

THE COLLECTED DATA WAS ANALYZED QUALITATIVELY TO EVALUATE THE ECONOMIC POTENTIAL OF THE VILLAGE AND DETERMINE THE STEPS TO DEVELOP IT THROUGH BUMDES.

3. RESULT AND DISCUSSION

3.1 Theoretical Basis

1. Villages and Village Economic Potential

The village is a part of the nation since it is the smallest unit next to the rich community (Syarifudin & Astuti, 2020). Village and district communities, as well as the accomplishment of national development, are strategically managed by village government, an extension institution of the central government. Because of its large role, it is necessary to have regulations or laws relating to village government that regulate village government so that the wheels of government run optimally (Rafsanjani, H., Bambang S., 2016).

Village economic potential refers to the resources available in the village that can be used to create added economic value. Village economic potential can be divided into natural potential (natural potential, human resource potential, and social potential) and artificial potential (infrastructure potential, technological potential, and organizational potential). The internal factors that can encourage the development of village economic potential include: First, the desire to develop comes from the community itself. Second, people have the capacity or ability to be entrepreneurial. Third, the village head is able to organize the community (Asbeni, 2020).

2. Village Economic Development

Through a number of initiatives, the government has long promoted the growth of the rural economy. Nevertheless, the intended outcomes have not been achieved despite these efforts. The overabundance of government interference is a prominent element that is impeding the ability of village communities to innovate and be creative in the management and operation of rural economic machines. The spirit of independence

is killed in rural areas by the ineffective operation of economic institutional systems and mechanisms, which have an impact on reliance on government support (Wibowo & Alfariy, 2020).

The development strategies based on SWOT are: a) establishment of BUMDes by utilizing the human resources and natural resources owned; b) increased community capacity in managing potential that is owned; c) improving the quality of the community through training on entrepreneurship; d) increasing community understanding of the potential of entrepreneurship. entrepreneurial potential. The level of importance of the various strategies obtained from the SWOT results is as follows: 1) Establishment of BUMDes by utilizing the human resources and natural resources owned; 2) Improving the quality of the community through training on entrepreneurship; 3) Increasing community capacity in managing their potential; and 4) Increasing the understanding of the community's entrepreneurial potential (Asbeni, 2020).

The specific goals of developing village potential are to: foster the realization of integrated roles and partnerships between provincial and regency/city agencies and other stakeholders as program actors and facilitators; increase the active role of the community in development decision-making in an open, democratic, and responsible manner; and foster the development of business capabilities and business opportunities for the sake of increasing the income and welfare of poor households. The physical attributes of a village—land, water, climate, location, and human resources—as well as its non-physical attributes—the spirit of camaraderie, village institutions, health, education, and economic institutions, village officials, and Pamong—are used to determine the potential of the village.

3. Village Owned Enterprises (BUMDes)

Village-Owned Enterprises (BUMDes) are institutions established or formed by the village government whose capital ownership and management are carried out by the village government together with the village community (Triyo et al., 2020). Village-Owned Enterprises (BUMDes) are an alternative for improving the economy in rural areas. BUMDes was born as a new approach in efforts to improve the village economy based on village needs and potential (Tarmidzi & Arismiyati, 2018).

In rural areas, village-owned businesses are becoming a significant economic force. Village-owned businesses exist as a platform for enhancing the social and economic well-being of villages by leveraging the local economy. To improve social and village welfare, the role of the village administration and local communities is maximized in order to mobilize the potential of the local economy. As one type of rural economic institution, village-owned businesses need to be distinct from other types of economic organizations. This is done in order for village-owned businesses to exist and function well enough to significantly improve the welfare of the people (Bagus, 2020).

BUMDes development indicators can be divided into economic indicators, social indicators, and physical indicators. Economic indicators include community income, BUMDes income, and BUMDes business capital. Social indicators include community welfare, poverty, and public health. Physical indicators include infrastructure, natural resources, and human resources (Sugiarto, 2016).

Previous Research

All facets of society have concerns and an interest in autonomous and competitive communities. To make villages self-sufficient and competitive, the government must research and map the villages' economic potential as community resources. The purpose of this study is to determine the economic potential of the sectors

related to home and small industries, livestock, plantations, agriculture, and tourism (Wibowo & Alfariy, 2020).

From various Bumdes development strategy plans after being analyzed through the ANP method, the research results show that the main priorities in the development strategy are the importance of capital facilitation and improving the performance of the agricultural subsector, mapping the economic potential of the village, designing innovations, and product development. The next alternative priority strategies are increasing production and market penetration, choosing profitable and low-risk businesses, encouraging improvements in BUMDes performance, and efforts to optimize village economic potential and technology utilization. Based on the results of the above research, it can be recommended that the development of BUMDes really needs support from the government through regulatory policies, capital facilitation, and assistance (Syarifudin & Astuti, 2020).

According to Tarmidzi & Arismiyati (2018), BUMDes was born as a new approach in efforts to improve the village economy based on the needs and potential of the village. BUMDes management is fully implemented by the village community, namely from the village, by the village, and for the village. From the results of the analysis, Babalan Lor Village has a lot of potential that can be developed through BUMDes business units, including a typical Kampung Tahu souvenir center that sells many processed tofu creation products, handicrafts from the Waste Bank, fertilizer from TPS 3R, savings and loan businesses, and businesses to meet other community needs.

According to M. Zulkarnaen (2017), It is imperative that BUMDES continue to exist in order to achieve an autonomous village economy. It is envisaged that through BUMDES, the community's current institutions will work in concert to best achieve equitable community welfare. In order to make BUMDES management—whose goal is to create equitable community welfare—more effective in gathering business units from the community and managing village assets, village governments and rural institutions in Parakan Salam and Salam Jaya immediately formed BUMDES management. The central government should keep up the BUMDES policy's implementation, supervise and train the villages, and continue to make references to the welfare of rural areas. An economic business institution is established and administered solely by the village community, with the community benefiting from the outcomes, because policies such as these are executed more successfully at the village level.

In addition, research conducted by Syahril & Sukarno Hatta (2021), with the title BUMDES STRATEGY IN DEVELOPING ECONOMIC POTENTIAL IN VILLAGE BONTO SINALA KECAMATAN SINJAI BORONG, This study aims to be able to explain how the BUMDes strategy contributes to developing economic potential in Bonto Sinala Village, Sinjai Borong District. The type of research is qualitative, and the data collection techniques are observation, interviews, and documentation.

According to Asbeni (2020), Along with describing the economic potential that could support Sekura village's economic development, this study looks at the opportunities, threats, and strengths and weaknesses that could hinder the potential of the village and how the community and village government can work together to determine strategies for economic development that will lead to independent villages—that is, villages that can support their own needs and don't rely on government assistance and how best to proceed.

3.2 Village Economic Potential Analysis

Through descriptive qualitative research, we explored the economic potential of Mutih Wetan Village. This analysis covers various aspects that thoroughly reflect the village's economic situation and the potential that can be optimized. The following is a more detailed overview of the village's economic potential:

- 1) **Natural Resources:** Mutih Wetan Village has diverse natural resources, such as agricultural land, forests, and clean water. Through discussions with the local community, we identified the types of crops suitable for planting on the village land and effective farming techniques. This analysis also includes efforts to understand the potential for sustainable forest management as well as the utilization of other natural resources that can increase village income.

In the livestock sector, Mutih Wetan Village has great opportunities due to the large land area and favorable environmental conditions for the development of beef cattle, goat, and chicken farms. Even so, there are still obstacles to managing feed and marketing products. However, with careful planning and efficient management, this potential can be maximized to have a positive impact on the village economy and improve the welfare of local farmers.

The agricultural sector in Mutih Wetan Village also has great potential, thanks to the fertile soil and favorable climate. These conditions allow various types of crops, such as rice, corn, and various vegetables, to thrive in the region. As such, farmers can optimize their production and income, positively impacting food security and the village economy as a whole.

In addition, the potential for fish farming in Mutih Wetan Village is very promising due to the presence of a river that flows throughout the year around the village area. This condition provides a great opportunity to develop freshwater fish farming, such as catfish and tilapia. Thus, fish farming can be a meaningful source of additional income for the village community, as well as encourage local economic growth in a sustainable manner.

- 2) **Local Creative Industries:** Mutih Wetan Village has potential in creative industries such as handicrafts, painting, and traditional performing arts. We conducted talks with local artisans to understand the production process, product quality, and marketing opportunities. The analysis also highlighted the importance of skills training and market access for creative industry players to improve the competitiveness of their products.
- 3) **Local Skills and Traditions:** Local skills and traditions, such as traditional music, woven crafts, and traditional agricultural techniques, are valuable assets that can be developed into value-added products or services. Through in-depth discussions with community leaders and village elders, we identified the uniqueness of local culture and efforts to preserve it. This analysis includes strategies for developing local wisdom-based products and promoting village culture as a tourist attraction.
- 4) **Supporting Factors and Barriers:** In addition to the economic potential, we also analyzed the supporting factors and barriers to the economic development of the village. Supporting factors such as infrastructure availability, government support, and partnerships with external parties are key to increasing the economic potential of the village. However, there are also barriers such as limited capital, limited market access, and a lack of skills and knowledge in business management.

By comprehensively understanding the economic potential and the factors that influence it, Mutih Wetan Village can formulate more effective and sustainable economic development strategies. These steps are expected to make a positive contribution to

improving the welfare of the village community and strengthening the competitiveness of the local economy.

3.3 Development Through BUMDes

After evaluating the economic potential and assessing the existing barriers, the strategy of establishing a village-owned enterprise (BUMDes) was proposed as a solution to advance the economy in Mutih Wetan Village. BUMDes is considered an effective and sustainable vehicle to optimize the utilization of the village's economic potential. The following are the concrete steps proposed to establish and manage a BUMDes:

1. **Determination of Featured Products or Services:** The initial step in the establishment of a BUMDes is to recognize the superior products or services that can be traded or provided by the village. This approach requires the active involvement of the local community and local business actors, as well as careful market analysis. The selected flagship product or service should meet market needs and have advantages that differentiate it from similar products in the market.

In the livestock aspect, the role of village-owned enterprises (BUMDes) can be expanded as the main facilitator in providing high-quality feed for livestock. BUMDes can also provide training related to livestock management based on scientific knowledge to improve the productivity and quality of livestock products. In addition, BUMDes has the capacity to optimize marketing strategies for livestock products through strategies based on scientific approaches and measurable management, thereby effectively improving product competitiveness in the local market.

In the agricultural sector, through the role of BUMDes, villagers can gain access to capital needed to improve agricultural technology, such as the development of efficient irrigation systems and the utilization of environmentally friendly organic fertilizers. In addition, BUMDes can be a partner in managing the marketing of agricultural products directly to local consumers or expanding the market reach to a wider scale, thereby helping to increase farmers' income and overall village prosperity.

In the fish farming sector, BUMDes have an important role in providing support at various stages of the activities. BUMDes can provide assistance in the construction of standardized aquaculture pond infrastructure, provide high-quality fish seeds, and provide assistance in fish health management. In addition, BUMDes can also be a strategic partner in marketing fish farming products to local and regional markets, helping to improve market access for village fish farmers and supporting sustainable local economic growth.

2. **Financial Planning:** Once the flagship product or service is identified, the next stage is to design the financial planning of the BUMDes. This includes an assessment of the initial capital required to start operations, revenue and cost projections, and the establishment of reserve funds for emergencies or future development. A well-thought-out financial plan will help BUMDes manage its financial resources efficiently.
3. **Human Resource (HR) Development:** Qualified and skilled human resources are an important asset in the management of BUMDes. Therefore, the next step is to improve HR competencies through training that is in line with the operational needs of the BUMDes. Training can include business management, finance, and marketing, as well as technical skills relevant to the products or services offered. This HR

development will improve the productivity and competitiveness of the BUMDes in the market.

4. **Marketing Strategy:** One important factor in the success of a BUMDes is its ability to market its products or services. Therefore, it is necessary to design an effective marketing strategy to reach a wider market. The marketing strategy may involve promotion through social media, participation in local exhibitions or festivals, as well as cooperation with retailers or restaurants in the surrounding area. It is also important to pay attention to product and service quality and customer satisfaction to maintain and expand market share.

It is envisaged that by putting these policies into place, Mutih Wetan Village BUMDes will be able to play a major role in boosting the local economy. BUMDes have the potential to significantly improve both overall economic growth and the well-being of the village community with proper management and strategic implementation.

In this analysis, the establishment of a village-owned enterprise (BUMDes) in Mutih Wetan Village is considered an important step to maximize the utilization of local resources in the livestock, agriculture, and fish farming sectors. Through the presence of BUMDes, villagers can participate collaboratively in the management and exploitation of existing economic potential more efficiently and sustainably.

The entire village community's income and wellbeing are anticipated to rise significantly as a result of development made possible by BUMDes. Furthermore, it is anticipated to offer robust assistance for sustainable regional economic growth by making the best use of available resources and boosting the overall competitiveness of the village economy.

3.4 Development Strategy Implementation

A job's execution is guided by a set of concepts called implementation, which also includes acting and providing leadership. The development strategy must be put into practice through a number of tangible initiatives and cooperation with different stakeholders. The following is the development of these two aspects:

1. **Concrete Steps:**
 - **Establishment of BUMDes Organizational Structure:** The first step in the implementation of the development strategy is to establish an effective and efficient organizational structure for BUMDes. This includes determining the composition of the board, the division of tasks, and the establishment of a democratic decision-making mechanism.
 - **Labor Recruitment:** The BUMDes needs to conduct labor recruitment in accordance with its operational needs. This recruitment process should be transparent and involve active participation from the local community to ensure their involvement and trust.
 - **Equipment Purchase:** To support the planned economic activities, the BUMDes needs to purchase the necessary equipment. This includes the identification of the required equipment, the search for a trustworthy provider, and a transparent and efficient purchasing process.
 - **Investing in training and development of human resources** is a crucial step towards enhancing the abilities and proficiency of BUMDes members. Training can cover various aspects, from financial management to marketing techniques and technical skills, according to the economic activities being undertaken.
2. **Collaboration with Stakeholders:**

- **Local Government:** BUMDes can collaborate with local governments for policy support, access to resources, training, and technical guidance. The local government can also assist in facilitating access to markets and the required infrastructure.
- **Non-Governmental Organizations (NGOs):** Cooperation with NGOs can assist BUMDes in accessing additional resources, advocating for community interests, and gaining support in the implementation of social and environmental programs.
- **Private Companies:** Collaboration with private companies can open up opportunities for BUMDes in terms of product marketing, access to technology and innovation, and job training. Partnerships with private companies can also provide access to additional financial resources.

By implementing these concrete steps and establishing strong collaboration with various stakeholders, BUMDes can strengthen its role and contribution to sustainable village economic development.

Its managers must have a strong idealism spirit in order to manage BUMDes effectively and on target. They believe that the management of BUMDes should be founded on cooperative, participative, emancipative, transparent, accountable, and sustainable principles. This should be done through a solid membership mechanism and a self-help concept that is executed with professionalism and independence. In line with this approach, establishing a BUMDes requires accurate and precise data on the local characteristics of the village, including the socio-cultural aspects of its people, as well as market opportunities for products and services produced by the local community.

4. CONCLUSION

Through descriptive qualitative research, Mutih Wetan Village has significant economic potential in agriculture, animal husbandry, fish farming, creative industries, and local skills and traditions. However, there are barriers such as limited capital and market access. In order to maximize the village's economic potential, a village-owned enterprise (BUMDes) is suggested to be established. BUMDes is expected to efficiently manage economic potential by focusing on superior products, financial planning, human resource development, and marketing strategies. With the implementation of BUMDes, Mutih Wetan Village is expected to improve community welfare and strengthen local economic competitiveness in a sustainable manner.

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