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ABSTRAK

Badan Usaha Milik Desa (BUMDes) Menara Prakid di Desa Prajekan Kidul yang bergerak dibidang usaha perdagangan dan sudah memiliki Surat Keputusan (SK), namun terkendala oleh kurangnya partisipasi masyarakat sekitar dan tidak adanya pengelolaan manajemen yang baik pelaksana operasional, sehingga perlu adanya strategi untuk mengembangkan BUMDes Menara Prakid. Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor lingkungan internal dan eksternal BUMDes Menara Prakid dan merumuskan formulasi strategi alternatif yang dapat direkomendasikan kepada BUMDes Menara Prakid. Metode yang digunakan pada penelitian ini adalah analisis matriks IFE dan EFE, analisis matriks dan analisis diagram SWOT. Hasil analisis menunjukkan bahwa posisi BUMDes Menara Prakid berada pada kuadran I, karena faktor kekuatan dan peluang lebih dominan. Strategi yang digunakan adalah strategi SO (Strength – Opportunity). Terdapat 3 alternatif strategi yang dapat diterapkan oleh BUMDes Menara Prakid berdasarkan hasil analisis SWOT.

Kata kunci: BUMDes, potensi desa, matriks IFE-EFE, analisis SWOT

Veena Aprillia Puteri. NIM. 150321100027. Village-Owned Enterprise (BUMDes) Development Strategy (Research Subject is BUMDes Menara Prakid in Prajekan Kidul Village Prajekan Sub-district Bondowoso Regency). Advisor Dr. Isdiana Suprapti, SP., MM

ABSTRACT

Village-Owned Enterprise Menara Prakid in Prajekan Kidul village is engaged in trading business and it already has official decree. Unfortunately, its development was halted due the lack of people participation and there is no management in managing the operational section. Therefore, developing strategy is needed to expand Village-Owned Enterprise Menara Prakid business. This research objective is to identify external and internal environment factors of Village Owned Enterprise Menara Prakid. Also, to formulate alternative strategy which could be recommended for the subject. Matrix analysis IFE and EFE also, matrix analysis and SWOT diagram is applied in this research. The result of analysis is showing the Village-Owned Enterprise Menara Prakid position is located at quadrant 1, because the factor of strength and opportunity are dominating. The strategy which could be applied is SO (Strength - Opportunity). There are three alternatives strategies which could be applied by Village-Owned Enterprise Menara Prakid in accordance to SWOT analysis.

Key words: Village-Owned Enterprise, Village potential, Matrix IFE-EFE, SWOT Analysis.