

ABSTRAK

Anas Arif Ababil, Peran Badan Usaha Milik Desa Melalui Unit Usaha Desa Wisata Bukit Kahi Sebagai Pengembangan Ekonomi Masyarakat (Studi Kasus Desa Kertagena Daya Kecamatan Kadur Kabupaten Pamekasan). Dibawah bimbingan dari Herry Yulistiyono, M.Si

Penelitian bertujuan untuk mengetahui peran dan dampak dari Badan Usaha Milik Desa (BUMDes) melalui unit usaha desa wisata Bukit Kahi sebagai Pengembangan Ekonomi Masyarakat Kertagena Daya Kecamatan Kadur Kabupaten Pamekasan. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus melalui informan utama Kepala Desa dan Direktur BUMDes, sedangkan informan pendukung yakni anggota Pokdarwis yang bekerja di Desa Wisata Bukit Kahi dan Masyarakat Desa Kertagena Daya. Analisis data dalam penelitian ini menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa peran BUMDes melalui Unit Usaha Desa Wisata Bukit Kahi sebagai pengembangan ekonomi masyarakat yakni mengelola dan mengembangkan desa wisata Bukit Kahi diantaranya pengelolaan yang dilakukan oleh BUMDes yakni perencanaan program desa wisata Bukit Kahi, pengelolaan sarana dan prasarana, mempromosikan desa wisata melalui media sosial Instagram dan Whatsapp agar pengunjung meningkat serta melaksanakan kegiatan monitoring atau evaluasi. Peran BUMDes selanjutnya yakni melaksanakan program pemberian pelatihan kepada masyarakat berupa pelatihan pembuatan legen, gula merah dan tas siwalan dengan tujuan menambah keterampilan masyarakat. Sedangkan dampak yang dirasakan oleh masyarakat dengan adanya peran BUMDes melalui unit usaha desa wisata Bukit Kahi membuka lapangan kerja baru, menciptakan lapangan usaha baru serta meningkatkan pendapatan masyarakat desa Kertagena Daya.

Kata kunci: Peran, BUMDes, Desa Wisata, Pengembangan Ekonomi Masyarakat

ABSTRACT

Anas Arif Ababil, The Role of Village-Owned Enterprises Through the Bukit Kehi Tourism Village Business Unit as Community Economic Development (Case Study in Kertagena Daya Village, Kadur District, Pamekasan Regency). Under the guidance of Herry Yulistiyono, M.Si

This study aims to determine the role and impact of Village-Owned Enterprises through the Bukit Kehi tourism village business unit as the Economic Development of the Kertagena Daya Community, Kadur District, Pamekasan Regency. This research uses a descriptive qualitative method with a case study approach through the main informants the Village Head and the Director of BUMDes, while the supporting informants are Pokdarwis members who work in the Bukit Kehi Tourism Village and the Kertagena Daya Village Community. Data analysis in this study uses data reduction, data presentation and drawing conclusions. The data validity technique uses source triangulation.

The results showed that the role of BUMDes through the Bukit Kehi Tourism Village Business Unit was as a community economic development, namely managing and developing the Bukit Kehi tourist village including the management carried out by BUMDes namely planning the Bukit Kehi tourism village program, managing facilities and infrastructure, promoting tourism villages through social media Instagram and Whatsapp to increase visitors and carry out monitoring or evaluation activities. The next role of BUMDes is to carry out a training program for the community in the form of training on making legen, brown sugar and siwalan bags with the aim of increasing community skills. Meanwhile, the impact felt by the community with the role of BUMDes through the Bukit Kehi tourism village business unit opened new jobs, created new business fields and increased the income of the Kertagena Daya village community.

Keywords: Role, BUMDes, Tourism Village, Community Economic Development