

## **THE STRATEGY FOR DEVELOPMENT OF VILLAGE-OWNED ENTERPRISES IN GAURA VILLAGE, WEST LABOYA, WEST SUMBA DISTRICT**

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INDEXING	ABSTRACT
<b>Keywords:</b> Keyword 1: Strategy Keyword 2: Development Keyword 3: Bumdes Keyword 4: Gaura Village	The problem formulation to be studied in this research is the Strategy for the Development of Village-Owned Enterprises in Gaura Village, West Laboya District, West Sumba Regency. This research aims to determine the Development Strategy for Village-Owned Enterprises in Gaura Village, West Laboya District, West Sumba Regency. The approach used is a qualitative approach with a descriptive research type. The data sources in this research are primary data sources and secondary data sources by using data collection techniques in the form of observation, interviews, and documentation. The results of the research show that the development strategy in developing business entities owned by Hawungo Ate Village, Gaura Village is to develop laying hens by selling or marketing, developing markets, and developing innovation. The strength of this chicken laying business is its strategic location which can be reached by the people of Gaura village and people from other villages. In terms of opportunities, there is no laying chicken business in Gaura Village, only BUMDes Hawungo Ate manages it, meaning there is no competition. Based on the results of the research and discussion that have been described, the conclusion obtained from the research results is that the strategy for developing Village-Owned Enterprises (BUMDes) in Gaura Village, West Laboya District in developing its business is that the strategy that has been implemented can maintain its contribution to BUMDes by producing a profits from the products being marketed.

### **Article History**

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## **INTRODUCTION**

Villages are the smallest units in a country. Village region in Indonesia have potential of natural and human resources. However, there are several economic problematics experienced by village communities. Based on BPS data, the percentage of poor people in September 2017 in rural areas was 13.47% or 16.31 million people, while in urban areas it was 7.26% or 10.27 million people. This shows that the indigence level in village is bigger than in municipalities (BPS, 2017). The government's effort to eradicate indigence in village is by establishing socio-economic empowerment for the local community. This social institution is called the Village-Owned Enterprises (BUMDes) which is regulated in Law No. 32 of 2004 and Government Regulation (PP) No. 71 of 2005. Based on Government Regulation No. 43 of 2014 concerning Implementing Regulations of Law Number 6 of 2014 concerning Villages article 1 paragraph 7, namely, Village-Owned Enterprises or BUMDes are business entities whose

capital is wholly or largely owned by the village through direct participation originating from separated village assets. To manage assets, services, and other business services for the greatest welfare of village communities. Mutawally *et al* (2023), the formation of BUMDes was carried out to enhance rural areas which can be achieved through community empowerment programs to increase the productivity and diversity of rural businesses, the availability of facilities and facilities to support the rural economy, building and strengthening institutions that support production and marketing chains, and optimizing natural resources as the starting point for rural economic growth. This research aims to find out the strategy for developing village-owned enterprises in Gaura Village, West Laboya District, West Sumba Regency.

## **LITERATURE REVIEW**

### **Village**

A village is a legal unit that has the authority to arrange up its needs based on the law and customs recognized by the central government and located in the regency or district area (Ilwan, 2016).

Widjaja (2009:4), Putra *et al* (2021), and also Asrinaldi (2024), explained that a village is a legal community unit that has an original structure based on special rights of origin. The basic thinking regarding Village governance is heterogeneity, contribution, self determination, deliberation, and empowerment.

A village is a legal region that has the power to arrange up and reckon its government affairs based on a government system. Law No. 6 of 2014 concerning Villages, is an important priority, where villages are positioned as one of the forces that will contribute to Indonesia (Ibad, 2020).

### **Village Owned Enterprises (BUMDES)**

Village-Owned Enterprises, hereinafter alluded to as BUMDes, are trade substances whose capital is entirely or generally claimed by the town through coordinate cooperation starting from town resources which are isolated to oversee resources, administrations, and other businesses for the most noteworthy welfare of the town community. (Article 1 paragraph 6 of Law Number 6 of 2014 concerning Villages). Furthermore, Ikhwansyah *et al* (2024) stated that a village-owned business entity, hereinafter referred to as BUMDes, may be a lawful substance set up by the town and together with the towns to oversee trade, utilize resources, create speculation and efficiency, give administrations, and give other sorts of trade for the most noteworthy welfare. Village communities (Government Regulation Number 11 of 2021 concerning Village-Owned Enterprises).

According to Ikhwansyah *et al* (2020), BUMDes is a village business institution managed by the local community and village government to improve the village economy and build social cohesion in the local community which is formed based on the needs and potential of the existing village. So, BUMDes is an economic institution managed by the village government and community in the context of community welfare.

BUMDes regulations based on Law No. 6 of 2014. The four main objectives of BUMDes are 1) Improving the village economy, 2) Increasing the village's original income, 3) Managing village potential according to community needs, and 4) Becoming the main source that supports the community's village economy (Winarsi *et al*, 2018).

## **Strategy**

Strategy is an activity that's incremental (expanding estimation) and nonstop and is carried out based on the point of view of what customers anticipate within the future. In this way technique nearly continuously begins from what can happen and not from what does happen. Strategy could be a strategy utilized to attain a goal using existing potential. The proper procedure can have a tall chance of victory. To be able to form the correct methodology, you wish to look at different possibilities to bolster the methodology (Burgelman *et al*, 2018).

Meanwhile, development strategy is a way to strengthen a position or expand the goals that have been achieved (Kaletnik and Lutkovska, 2020). Village-Owned Enterprises (BUMDes) are a strategy to strengthen the village economy. The role of strategy according to Grant and Jordan (2015) is as follows:

- Supporting decision-making, with a strategy can be a consideration for an individual or organization in making decisions.
- As a means of coordination and communication, strategies can make coordination easier to communicate. As a target, determining strategy is the basis for achieving an organization's goals. Each organization or institution has different types of strategy use.

## **Development**

The development points to grow coaching methodologies. Advancement is carried out through human asset improvement, trade advancement, promoting organize improvement, capital improvement, and expanding interest of Town partners in conjunction with programs or exercises (Newman *et al* , 2023).

According to Wijaya (1989: 244), a development could be a comprehensive exertion, that requires support from beat administration and is outlined to extend the adequacy and wellbeing of the organization through the utilize of a few intercession procedures by applying information determined from behavioral sciences .

According to Ajagbe *et al* (2016), Lucianetti *et al* (2019), and Natsir *et al* (2023), development could be a handle that increments organizational adequacy by joining person wants for development and improvement of organizational objectives.

## **RESEARCH METHODS**

This research was conducted at the Hawungo Ate Village-Owned Enterprise (BUMDes) located in Gaura Village, West Laboya District, West Sumba Regency. The research period is from February 2024 to March 2024. This research is descriptive research with a qualitative approach with data analysis. Data collection methods are carried out by observation, interviews, and documentation. Data analysis, including data reduction, data presentation, and conclusion (Opara *et al*, 2023). Data reduction is data that has been obtained and analyzed to sharpen, select, focus, arranging the data in such a way that the conclusion of the research can be made and verified. Concluding means that the data that has been collected will be presented in the form of tables, matrices, graphs, and charts. Meanwhile, data verification is part of drawing conclusions that answer the research objectives.

## **RESULTS AND DISCUSSION**

### **History of Gaura Village**

Gaura Village is a village located in the West Laboya subdistrict, West Sumba Regency, East Nusa Tenggara. According to the history of the people of Gaura Village (before the colonial period), Gaura Village was first discovered by 3 (three) ancestors, namely Tadu Hadungo – Moto Boro, Mete Bara – Kapohka, Ubu Wula – Ubu Lodo.

In the Leti (little king) era before 1963 it was led by "Rato Boraka" and replaced by "Tara Rowa". In 1963 – 2002 Gaura Village was led by S.B Nunu. In 2002 – 2012 Gaura Village was led by Hurka Jora, 2013 Pati Jowa (PLH), 2014 – 2015 Oktavianus Dedo Ngara (PLT) 2016 -2021 Herman Horo Nyanyi and is now led by the elected village head for the 2022 – 2027 Period Felix Haingu Ngara S .Pd.

Geographically, Gaura village has an area consisting of hills, mountains, and flat lowlands. Administratively, Gaura Village borders several villages, namely, to the north it borders Dannga Manu Village, West Sumatra Regency, to the West it borders Wetana Village, to the East it borders Patiala Dete Village, to the South it borders the Indonesian Sea. The area of Gaura Village is around 67,180 hectares. This area is intended for various things such as public facilities, settlements, agriculture, plantations, and so on. In general, the Gaura village area is very suitable for agricultural land and plantations because the soil is black and is classified as fertile land. The population of Gaura village is 2,611. With the number of men as many as 1342 and the number of women as many as 1269.

### **History Of Bumdes**

The Gaura Village Owned Enterprise (BUMDES) Hawungo Ate was founded in 2018 with initial funds of IDR 58,220. 00. In 2021 BUMDES Hawungo Ate started and operated and is active until now.

The location of the BUMDes farming laying hens is behind the Gaura village office or the Hawungo Ate Gaura Bumdes Office. The location of this farm is very easy to access, outside the village, and can easily be supplied with electricity and clean water.

### **Research Result**

The results of the research show that the development strategy in developing business entities owned by Hawungo Ate Village, Gaura Village, is to develop laying hens by selling or marketing them, carrying out market development, and carrying out innovation development. The strength of this chicken laying business is its strategic location which can be reached by the people of Gaura village and people from other villages. In terms of opportunities, there is no laying chicken business in Gaura Village, only BUMDes Hawungo Ate manages it, meaning there is no competition.

## **CONCLUSION**

Based on the results of the research and discussion that have been described, the conclusion obtained from the research results is that the strategy for developing Village-Owned Enterprises (BUMDes) in Gaura Village, West Laboya District in developing its business is that the strategy that has been implemented can maintain its contribution to BUMDes by producing profits from the products being marketed.

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