



Strengthening Badan Usaha Milik Desa (BUMDes) Branjang Based on Local Culture

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ABSTRACT

Community service aims to map cultural potential and public awareness to develop local culture. The service method used is socialization and training. The target audience is the directors and administrators of village-owned enterprises and POKDARWIS managers. The results show that the target community can understand local culture and its mapping for cultural existence. Village-owned enterprises are still at the pilot level, so it is appropriate if the potential mapping results can be used as material for making relevant business unit decisions. Local village culture is included in the main priority of developing BUMDes to extend its business continuity. It means that it is not only short-term orientation but also long-term oriented. The village has several superior cultures, such as woven bamboo, palm sugar, and reog. So far, the community has been very enthusiastic about developing these three cultures. The indicator of the success of the service program can be seen from the cognitive aspect in mapping the village's potential. Suggestions for the village government in the form of financial support and non-financial support in developing village-owned enterprises. The management itself must be loyal and committed to developing BUMDes so that it can bring benefits to the village community.

Tujuan pengabdian kepada masyarakat pemetaan potensi budaya dan penyadaran masyarakat untuk mengembangkan budaya local. Metode pengabdian yang digunakan adalah sosialisasi dan pelatihan. Khalayak sasarnya adalah direktur dan pengurus BUMDes serta pengelola POKDARWIS. Hasil pengabdian menunjukkan masyarakat sasaran dapat memahami konsep budaya local dan pemetaannya untuk eksistensi budaya. Saat ini BUMDes masih pada level rintisan, maka tepat sekali jika hasil pemetaan potensi dapat digunakan sebagai bahan pengambilan keputusan unit bisnis yang sesuai. Budaya local desa dimasukkan dalam prioritas utama pengembangan BUMDes sehingga keberlangsungan usahanya akan panjang. Artinya tidak hanya orientasi jangka pendek, akan tetapi berorientasi pada jangka panjang. Ada beberapa budaya unggulan desa seperti budaya anyaman bambu, gula aren, dan reog. Selama ini masyarakat semangat sekali dalam mengembangkan ketiga budaya tersebut. Indikator keberhasilan program pengabdian dapat dilihat dari aspek kognitif dalam melakukan pemetaan potensi desa. saran bagi pemerintah desa berupa dukungan finansial dan dukungan non finansial dalam mengembangkan BUMDes. Pengurus sendiri harus loyal dan komitmen dapat mengembangkan BUMDes sehingga dapat mendatangkan manfaat bagi masyarakat desa.

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INTRODUCTION

Geographically, Branjang Village, West Ungaran District, Semarang Regency is located on the slopes of Mount Ungaran or west of Ungaran City, with an altitude ranging from + 500 to 600 meters above sea level with an average air temperature of 240 C - 290 C, the typology of the soil is medium hilly and part of the plains. Besides, the condition of the land is mostly for agricultural activities, and the rest is for cultivated plants. Branjang village can be said to be quite fertile. This fertility is mainly due to the nature of its humus soil and rocks and is supported by the availability of sufficient water. This potential ultimately greens the area or area of Branjang Village and its surroundings. The boundaries of Branjang Village are to the north with Gunungpati District, to the east with Kalisidi Village, to the west with Kendal Regency, and the south with Kalisidi Village.

Branjang village has a lot of local potentials to develop into a village advantage. Among them is the potential of nature, human resources, and culture. Its natural potentials include waterfalls, hills, tea gardens, and clove gardens. Potential human resources such as the skills of residents in making weaving tools and processed palm sugar. Cultural potential includes the art of reog, jaran braid, and tambourine. Branjang village has many Islamic boarding schools and sunan/wali graves. So it is very well known by the religious community. High religiosity is the principal capital to develop the village into a religious community and prioritize the values of the Qur'an and Hadith. In addition, the community is also very obedient to Kyai and religious leaders so that the order of life goes well. People live in safety and peace.

This potential is capital that can be used to develop Village Owned Enterprises (BUMDes) (Mahmud *et al.*, 2020) based on local culture (Afwah, 2018). Local culture is an element of effective rural entrepreneurship development to develop BUMDes (Steiner and Atherton, 2015., Eversole, Barraket and Luke, 2014). BUMDes is a form of rural and social entrepreneurship based on the mandate of Law Number 6 of 2014 concerning Villages (Mahmud *et al.*, 2020., Susilowati, Anisykurlillah and Lianingsih, 2019., Kania, 2020). The development of BUMDes is carried out by identifying the village's potential and the local culture of the village community. The government provides explicitly financial support through the Village Fund, which has a value of hundreds of millions of rupiah and is included in the Village Revenue and Expenditure Budget (APBDesa) (Susilowati *et al.*, 2020., Susilowati, Herdiani and Widhiastuti, 2018., Arifin *et al.*, 2020). With financial support, it is hoped that the village can progress, become independent, and become the locomotive of the national economy.

Some of the cultural potentials of the community are the skills to process palm sugar, reog dance, jaran braid, tambourine, and woven bamboo. This cultural potential needs to be strengthened so that it can exist and develop and generate income for the community. It is considering that currently many people work in factories and leave the village. At the same time, Branjang Village has commercial and cultural potential to be sold to stakeholders and tourists, both domestic and foreign.

The first problem to be solved was mapping through a SWOT analysis to obtain an overview of the community's strengths, weaknesses, opportunities, and threats. The solution is to approach the community to establish openness and good cooperation. The second problem is increasing public awareness to develop local culture. The alternative solution is to conduct training on rural entrepreneurship development based on local culture.

The development of these knowledge, skills, and resources is of immeasurable value in finding adequate technological and cultural solutions to problems that must be faced in the village (Malecki, 2018). Cultural contextual benchmarks play a significant role in establishing and developing businesses (Fortunato & Alter, 2016). Cultural context as a "transformation process" in which entrepreneurs participate to gain legitimacy and other forms of capital (social and economic) needed to acquire and mobilize business activity resources (Meutia & Liliana, 2018). (de Gortari & Santos, 2020). Community culture in developing entrepreneurial awareness is the primary key to rural entrepreneurship to improve community welfare (Peredo and Chrisman, 2017., McElwee and Atherton, 2011). The implementation of rural entrepreneurship is precisely carried out within the framework of BUMDes so that its development can come from the Village Budget through the Village Fund.

METHOD

The approach to community service activities used is Participatory Rural Appraisal (PRA) in the form of counseling, mentoring, and training methods (Azinar Ahmad *et al.*, 2019., Susilowati, Anisykurlillah and Lianingsih, 2019). Etymologically, PRA means a participatory and elaborative regional assessment. PRA is theoretically a set of approaches and methods that encourage village communities to actively participate in increasing and analyzing knowledge about their living conditions and needs to make action plans according to the problems in their area. Then they are facilitated to make an activity plan according to the potential problems in the village outside their environment. Facilitators, assistants, or field officers as outsiders of the village community only analyze living conditions,

including the potential problems in the village, while decision-making is in the community itself

The need for facilitators includes a field officer in village community empowerment through "Pokdarwis," Village Assistants, an academic competition in community empowerment and village tourism, and practitioners of Central Java tourism leaders. In addition, the problem-solving approach offered in service activities is also used to solve partner problems. Community service activities are conducted online using a zoom meeting on September 1, 2021. Participants are the Brangang Village Government and local tourism village managers. The methods used in service activities are as follows.

1. Lecture method, by providing material about the importance of mapping the potential of a culture-based village by conducting a SWOT analysis for the community who pays attention to aspects of sustainable development.
2. Benchmarking method, by learning from the experience of managing BUMDes that has been going well.
3. The discussion method provides an opportunity for questions and answers to the service participants about things they have not or do not understand.
4. The mentoring program is aimed at helping problems that arise when managing BUMDes based on local culture.
5. The follow-up program assists in integrating village potential with local community business groups and BUMDes.

This community service activity is carried out in various stages as follows:

1. Stages of activity preparation
The activity preparation stages are carried out to adjust partners' needs, the time of implementation of service activities, and the place to carry out service activities. It includes direct observations related to other potentials that can be explored, which are related to community service programs.
2. Stages of socialization
This stage is preceded by the service team preparing materials and materials needed during the activation process, including power points for presentations related to a basic understanding of the development of the village's potential to increase income from the tourism aspect.
3. Assistance stages
At this stage, the first is the development of entrepreneurship motivation, local culture, and BUMDes so that a sustainable village can be realized

The service design (method, type, object of devotion, service mechanism, stages). Seeta description of forms of service such as training, mentoring, and mentoring.

RESULTS AND DISCUSSIONS

Cultural Potential Mapping

Community service activities are carried out virtually using zoom meetings. Previously, the team communicated intensively with the Brangang Village Government using WhatsApp. Since June-August, communication, and assistance have been carried out online. Then on September 31, 2021, a webinar will be held inviting village governments in the Regencies of Semarang, Kendal, Tegal, and Purbalingga so that the information submitted can benefit the wider community.

The stages of mapping the village's potential are as follows:

1. Field Survey

The field survey was conducted to find out in detail the village's condition and the village community's topography so that we could freely approach and explore Brangang Village.

2. Study of data

Next, we looked for several primary and secondary data sources from sub-districts and villages to clarify the survey results in the field.

3. Priority Scale

Next is to determine the potential in the village, especially culture. Brangang village has a culture of reog/jaran braid, the culture of the village community in weaving bamboo, and the existence of religious places that are believed to provide spirituality for the local community.

4. Design Formulation

The last stage is the formulation of the design and its implementation to measure the community's level of success in developing culture.

The mapping of village potential is carried out using the Asset Based Community-Driven Development (ABCD) approach, which is an approach to sustainable community development that focuses on developing community-based strategies by capitalizing on existing assets in the community. The community is considered to have assets to contribute to village development. Community group organizations are filled by many already solid communities (village government, BPD, and BUMDes).

Table 1.

Mapping of Branjang Village, West Ungaran District

Hasil Pemetaan Desa Branjang Kec. Ungaran Barat		
Kategori Potensi Individu	Kategori Kelompok Masyarakat	Kategori Institusi lokal desa
1 Keahlian pembuatan kopi branjang	1 Kelompok Tani	1 Pemdes yang akomodatif
2 Keahlian pembuatan susu dan yogurt	2 Kelompok Sadar Wisata	2 BumDes
3 Keahlian pembuatan kerajinan resin	3 Kelompok peternak ikan Koi	3 KUD
4 Keahlian pembuatan olahan pangan	4 Karang Taruna	
5 Keahlian pembuatan gula aren cair	5 Kelompok Sadar Lingkungan	
6 Keahlian pembuatan gula aren padat	6 Kelompok PKK	
7 Keahlian membuat bonsai kelapa	7 Kelompok UKM pangan	
	8 Kelompok peternak budidaya ikan lele	
	9 Kelompok sentra gula jawa aren	

Table 2.

Mapping of Community Assets (Non-Physical/Cultural and Physical)

NO	REVISI ASSET	FASILITAS YANG SUDAH ADA	LOKASI	STATUS KEBERHASILAN	KETERANGAN
NON FISIK					
1	Arak-arakan Maulud Nabi	Akses jalan, area parkir	Cemanggeh Kidul	Desa	Di lakukan 3 kali dalam setahun
2	Taliban	Akses jalan, area parkir	Cemanggeh Kidul, danrum	Desa	Di lakukan di tengah sawah, 2 kali dalam setahun
3	Nyadran	Akses jalan, area parkir	Desuni	Desa	Dilakukan di setiap desa
4	Kadeso	Akses jalan, area parkir	Branjang	Desa	Dilakukan 2 kali dalam setahun
5	Tringkep Tandur	Akses jalan, area parkir	Desuni	Desa	Dilakukan 1 kali dalam setahun dan di area pertambangan
6	Kerawitan	Akses jalan, alat tersedia	Cemanggeh Lor	Desa	Alat gamelan masih belum lengkap
7	Rebana	Akses jalan, alat tersedia	Desuni	Desa	Alat lengkap, warga antusias tetapi belum di kenal di desa2 yang lain
8	Kuda lumping	Akses jalan, alat tersedia	Cemanggeh Lor	Desa	Sudah di kenal masyarakat di luar wilayah desa Branjang
9	Keramahmatan warga desa	Rumah-rumah joglo	Kalurahan desa branjang	Warga Desa	Ada 2 joglo yang bisa digunakan untuk pertemuan kamo
FISIK					
					Masih dalam kondisi tidak terawat dan di sekitar menjadi tempat sampah
1	Securus/ Sigandu	Akses jalan	Cemanggeh Kidul	Desa	Mempunyai salah satu aliran dana yang digunakan oleh 4 Dusun
2	Suncet Setandang	Akses jalan	Cemanggeh Kidul	Desa	Tidak terawat
3	Sawah Teraseang	Akses jalan	Desuni	Desa	Masih dalam kondisi baik, belum terdapat fasum
4	Watu Kodok	Akses jalan	Branjang	Desa	Akses jalan tersedia tetapi belum terawat
5	Tracing Desuni	Akses jalan, area parkir	Desuni	Desa	Semua Fasilitas siap untuk digunakan
6	Sisir Sompel Cemanggeh Lor	Akses jalan, area parkir	Cemanggeh Lor	Desa	Prty di setiap desa
7	Sisir Sompel Desuni	Akses jalan	Desuni	Desa	Semua Fasilitas siap untuk digunakan
8	Parkbuman Karat	Akses jalan, area parkir	Desni Branjang	Desa	Semua Fasilitas siap untuk digunakan
9	Sawah wilayah tanah sawah dan tadang 348.983 Ha		Kalurahan desa branjang		Semua area dimanfaatkan untuk pertanian
10	Sungai Perbuduk 3.452 jawa (1082 KK)		Kalurahan desa branjang	Warga Desa	terbisa warga produktif lebih tinggi daripada non produktif
11	Sampah organik dan non organik		Kalurahan desa branjang	Warga Desa	Tidak ada penanganan untuk sampah, masyarakat masih melakukan pembuangan sampah

Cultural Potential Mapping Results

Some of the cultural potentials of the community are the skills to process palm sugar, reog dance, jaran braid, tambourine, and woven bamboo. This cultural potential needs to be strengthened so that it can exist and develop and generate income for the community. Branjang Village has cultural potential to be sold to stakeholders and tourists, both domestic and foreign. The following is a photo of these cultural potentials.

In the last decade, community-based enterprises in villages have received attention from aspects of social, socio-economic, cooperative, and economic development (Peredo & Chrisman, 2017). These business formulas have been identified as a strategy for community development because they serve the community's interests to improve their quality of life and institutionalize the resulting community development through internal capacity building the community (Nurdian Susilowati et al., 2019). Community-Based Enterprises are often cited as a promising strategy for promoting development goals in rural areas (Ranjan, 2015). Studies in developed countries show that rural firms outperform urban firms, for example, (Phillipson et al., 2019) stating that rural firms perform better than urban firms (in terms of employment) in most sectors and regions.



Figure 1.
Potential for making palm sugar



Figure 2.
The potential of woven bamboo



Figure 3.
The potential of reog dance, jaran braid and retama

Program Achievement

The indicator of the success of the service program can be seen from the cognitive aspect in mapping the village's potential. Village officials, BUMDes administrators, and POKDAWIS managers can understand the material well to map village potential correctly. The following is a table of program achievements.

No	Assessment Aspect	Score			
		4	3	2	1
1	Get to know the local culture	7	1	0	0
2	Identify local culture	7	1	0	0
3	Mapping local culture	6	2	0	0
4	Priority for developing local cultural enterprises	7	1	0	0
5	BUMDes business unit	8	-	0	0

CONCLUSION

BUMDes directors and administrators, POKDARWIS managers, and village officials can understand the concept of local culture and its mapping for cultural existence. Currently, BUMDes is still at the pilot level, so it is appropriate if the potential mapping results can be used as material for making appropriate business unit decisions. Local village culture is included in the main priority of developing BUMDes so that its business continuity will be extended. It means that it is not only short-term orientation but also long-term oriented. There are several superior cultures in the village, such as the culture of woven bamboo, palm sugar, and reog. So far, the community has been very enthusiastic about developing these three cultures.

On this occasion, there were also some suggestions for the village government in the form of financial and non-financial support in developing BUMDes. The management itself must be loyal and committed to developing BUMDes so that it can bring benefits to the village community.

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