

ABSTRACT

ABIYU DANAR NARISWARA. 2023. MANAGEMENT OF BADAN USAHA MILIK DESA (BUMDes) IN IMPROVING THE COMMUNITY ECONOMY

(Study on Jatipancur Village Community, Greged District, Cirebon Regency).
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The problem in this study is the slow growth of the village economy compared to urban economic development and the lack of skills of the villagers in utilizing the potential of the village. This is the motivation for researchers to find out how the management of BUMDes Pancur Jaya manages Village Business Entities in order to increase village income by utilizing local resources and potential in Jatipancur Village. Management of Village-Owned Enterprises (BUMDes) in Improving Community Economy located in Jatipancur Village focuses on how management is carried out by BUMDes in improving the economy. The study aims to determine the management of Village-Owned Enterprises (BUMDes) carried out in Jatipancur Village and to determine the results of improving the community's economy through BUMDes management in Jatipancur Village. The method used in this research is a qualitative method with a descriptive approach. The instruments used are observation, interview, and documentation guidelines. Technical data analysis through the stages of data collection, data reduction, data presentation, and conclusion drawing/verification. The results showed that the management of village-owned enterprises in Jatipancur Village is carried out in several stages, namely planning, organizing, mobilizing, coaching, assessing, and developing. Through these stages, economic improvement, community welfare and BUMDes management can be said to be successful, because many programs and business units are carried out according to plan with evidence of banana plantation management, car washing as well as cafes, and transportation services, and several forms of business that are still in the process of development such as tourist villages. It can be concluded that good BUMDes management will encourage the improvement of the community's economy such as creating jobs, increasing community income, and strengthening relationships between residents in the Jatipancur village community.

Keywords: Management, BUMDes, Community Economy.