

ABSTRACT

Indri Cahyani, 2024. *THE ROLE OF BUMDES MANAGERS IN THE DEVELOPMENT OF SMALL AND MEDIUM MICRO ENTERPRISES (Study in Kalapasawit Village, Lakkok District, Ciamis Regency). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

MSME problems such as lack of capital, the inability of actors to manage their business, especially in carrying out bookkeeping and difficulty in accessing marketing, are still felt by MSME actors in Kalapasawit Village. Therefore, to help develop and increase the income of MSMEs, the Kalapasawit village government established a Village-Owned Enterprise (VOE) which was named VOE Kandaga Mitra Sejahtera. The aim of this research is to determine the role of VOE managers in developing micro, small and medium enterprises in Kalapasawit Village, Lakkok District. This research uses descriptive qualitative research methods. Data collection was carried out using observation techniques, interviews and documentation studies. The results of this research show that BUMDes managers have played a role in developing MSMEs consisting of a facilitative role through savings and loan business units which can be used to obtain business capital assistance and training activities if MSME players need it, an educational role, namely by bringing in a mentor to provide knowledge and motivation. as well as enthusiasm in managing business and training activities aimed at increasing the knowledge and creativity of MSME actors, a representative role, namely by utilizing capital obtained from participation in village funds to open business units, a technical role, namely controlling and analyzing data on MSME actors who have loans and carrying out control to MSME actors. The conclusion of this research is that the manager's role is facilitative, namely through savings and loan business units and training activities. The educational role carried out by the management is by bringing in mentors and training activities. The representative role is by utilizing capital assistance sources obtained by VOE to open savings and loan business units. The technical role is to analyze data on MSME actors and control MSME actors.

Keywords: Role of Manager, Village Owned Enterprises, MSME Development