

ABSTRACT

Novi Vitriani, 2025. Efforts of Bumdesma Pancamandala in Improving Economic Welfare Indicators of MSMEs in Jatiwaras District, Thesis, Islamic Economics Study Program, Faculty of Islamic Religion, Siliwangi University

The problem raised in this research is that economic welfare indicators in Jatiwaras District are still relatively low, marked by lack of market access, capital, and regional openness, hindering MSME economic activities. Many MSME actors face challenges in increasing income and competitiveness in local and regional markets. In this context, the existence of Bumdesma Pancamandala is crucial in efforts to improve economic welfare indicators through sustainable empowerment programs.

This study aims to analyze the efforts applied by Bumdesma Pancamandala in helping MSMEs grow and develop, and identify obstacles still faced in improving economic welfare. The research method used is a qualitative approach with data collection techniques through in-depth interviews with the Main Director of Bumdesma Pancamandala, Bumdesma managers, and MSME actors, with data credibility testing using source triangulation.

The results show that Bumdesma Pancamandala has contributed to improving MSME economic welfare through programs like Desa Media Net (DeMeN) digital services, multimedia production for logo branding services, and village tourism. These programs significantly impact increasing halal product production, MSME income, market access, and optimizing local resources to enhance product competitiveness. In conclusion, Bumdesma Pancamandala's efforts have successfully improved MSME economic welfare indicators in Jatiwaras District, enhancing local community quality of life.

Keywords: Bumdesma, economic welfare, MSMEs