

Optimizing the Role of Bumpekon in Prospering the Community of Pringsewu Lampung

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Abstract: *The community empowerment is an effort to build community capacity and empower existing human resources through institutional development, facilities, and infrastructure, as well as the development of the three Ps (assistant, counseling, and service). The key to success for the community's welfare in developing villages is the firm touch of initiation, innovation, creation, and collaboration between village officials and the community to realize a shared goal. Village officials need help to carry out village development. Still, it needs support, initiative, and an active role from the community; one of the activities is empowering the community through the Pekon Sriwungu Community Development and Empowerment Program in Improving Welfare in Banyumas District. To realize the empowerment carried out in Pekon Sriwungu, Banyumas sub-district, allocating business capital participation to Pekon-owned Enterprises, taking the background of Pekon Sriwungu, Banyumas District. Based on the conditions on the ground, it can be said that BUMPEKON Jaya Makmur Desa Sriwungu, in general, has played a role in improving the welfare of the community wherein carrying out daily activities BUMPEKON Jaya Makmur through the management of the Village Tourism business unit has made a significant contribution to Pekon and its people where the presence of Bumpekon has created a center for the community's economic center by providing a particular area for people who have Culinary, Small and Medium Micro Enterprises (MSMEs), souvenirs, homestays and absorb labor from the Pekon community consisting of young people and people who are still productive and open up opportunities investment for people who have venture capital to build new tourist rides.*

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Introduction

Conceptually, empowerment comes from the word power (power or empowerment). (Suharto, 2009). Empowerment refers to people's abilities. Particularly vulnerable and weak groups so that they have the power or ability to: (a) fulfill their basic needs so that they have freedom, in the sense that they are not only free to express opinions,

but free from hunger, free from ignorance, free from pain; (b) reach productive sources that enable them to increase their income and obtain the goods and services they need; (c) participate in development processes and the decisions that affect them (Arifin, 2022). One of the goals of community development is to build a community structure in which it facilitates the growth of democratic participation when decision-making takes place (Muslim, 2009). This effort requires the formation of a process that allows a community to have access to resources, able to control resources and power structures in society (Gitosaputro & K. Rangga, 2015).

P3MD is a program to accelerate poverty alleviation in an integrated and sustainable manner in order to improve people's welfare. With the Village Community Development and Empowerment Program (P3MD) assistance policy, it is hoped that Village financial management will be carried out properly and accountably. Through the Village Community Empowerment Development Program (P3MD), in practice the government allocates Village Funds (DD) which are allocated to villages every year, this Village Fund is managed in accordance with *Permendesa* PD TT No. 13 of 2020 concerning Priority for Use of Village Funds, in general Use of Funds Villages are prioritized to finance the implementation of programs and activities in the field of Village Development and Empowerment of Village Communities. The priority for the use of Village Funds as intended must provide the maximum benefit for the Village community in the form of: a. improved quality of life; b. increase in welfare; c. poverty alleviation; and D. improvement of public services (Rosmedi, 2006).

First, poverty is a cultural result such as laziness, lack of intellectual ability, physical weakness, lack of skills and low ability to respond to the problems of life around it. Second, seeing that poverty stems from structural inequality, such as government policies that are not pro-poor, discriminatory social structures and so on. These two problems have always been the most important source. One of the important factors in solving the problem of poverty in Indonesia is empowering from the bottom up (Soetomo, 2013). Development of Islamic community (Islamic Community Development) is a form of da'wah with the aim of empowering the potentials that exist in society. Implementatively achieving these goals requires well-established theoretical support, a conceptual and operational tool that can be applied. First, the development goals need to be clarified, what are the factors that exist in society and are seen as capable of raising the quality of life and welfare, after that what is the strategy, who should be the perpetrators, how are they achieved and what is needed to facilitate this achievement (Ife & Tesoriero, 2008).

The Village Law has positioned the village as the spearhead of development and improvement of people's welfare. Villages are given adequate authority and funding sources so they can manage their potential to improve the economy and people's welfare. Every year the Central Government has budgeted a large enough Village Fund to be given to Villages. In addition, villages also have the opportunity to develop the community's economy, through

training and marketing of community crafts, developing livestock and fishery businesses, and developing tourist areas through BUMDes (village-owned enterprises). The key to success for the welfare of the community in developing villages is the strong touch of initiation, innovation, creation and collaboration between village officials and the community in realizing what is a shared goal. It is impossible for village officials to carry out village development alone, but it requires support, initiative and active participation from the community (Soelaeman, 2009). In order to realize community empowerment that really involves the community through Village Fund Management, the Banyumas sub-district allocates Village Tourism Business Development. What are the strategies that can be carried out by BUMPEKON to overcome the obstacles faced in improving the welfare of the Pringsewu community

Method

In this study, the author used a qualitative research approach using a case study strategy. Qualitative methods are descriptive in nature, whose main objective is to try to obtain a deeper picture and a holistic or comprehensive understanding, based on the natural setting of the phenomenon to be studied, and the researcher himself acts as a key instrument to obtain the required data (Sugiyono, 2013). Case studies are a more suitable strategy when the subject matter of a research question is about "how" or "why", when the researcher has little opportunity to control the events to be investigated, and when the focus of the research is on contemporary (present) phenomena in a real life context (Yin, 2008). Data sourced from primary data and secondary data, using interview, observation, and documentation data collection techniques, as well as data analysis by collecting data, data reduction, data presentation, and conclusion.

Discussion

In Law Number 6 of 2014 concerning Village Funds originating from the APBN, Article 1, paragraph 2, Village Funds are funds sourced from the State Revenue and Expenditure Budget intended for Villages which are transferred through the Regency/City Regional Revenue and Expenditure Budget and are used to finance government administration, development implementation, community development, and community empowerment. Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration No 3 of 2021 concerning Registration, Data Collection and Ranking, Development, and Development, and Procurement of Goods and Services for Village-Owned Enterprises/Joint Village-Owned Enterprises mandates that Village-Owned Enterprises (BUMPEkon) collect registration data with the Ministry of Law and Human Rights, this implies

that BUMPekon can be managed independently Professionally and can be accounted for and able to expand business networks to be able to become a driving force for the growth of micro-enterprises in the community by utilizing the potential that exists in their area and managed in a participatory manner by local people.

BUMDes is a form of community participation as a whole which was established based on Village Regulations concerning the Establishment of Village BUMDes. BUMDes was also established for the consideration of channeling village community initiatives, village potential development, management, utilization of village potential, financing and village government wealth submitted to be managed by BUMDes (Agunggunanto et al., 2016). The implementation of community empowerment is an effort to build community capacity building and empower existing human resources through institutional development, facilities and infrastructure as well as development (assistant, counseling and services). Conceptually empowerment comes from the word power which means empowerment or power. The community empowerment paradigm is the human development paradigm, namely people-centred development is development that encourages community initiatives rooted from below.

The term empowerment is increasingly popular in the context of development and poverty alleviation. The concept of empowerment develops from the reality of individuals or communities who are powerless or powerless (Cardona & AP, 2020). Powerlessness or weakness in aspects of: knowledge, experience, attitudes, skills, business capital, networking, enthusiasm, hard work, perseverance and other aspects. The concept of community empowerment when examined actually departs from a view that places humans as subjects of their own world. The basic pattern of this empowerment movement mandates the need for power and emphasizes alignment with groups. As a goal, empowerment refers to the circumstances or results to be achieved by a social change, namely people who are empowered, have power or have the knowledge and ability to meet their physical, economic and social needs such as having self-confidence, being able to convey aspirations. , has a livelihood, participates in social activities and is independent in carrying out his life tasks. Empowerment is not just giving authority or power to the weak (Nuha, 2021).

Community empowerment is a process of increasing the ability, motivation, and role of various elements of society to form a more empowered society by maximizing their potential and skills. Every community has its potential; when this potential is developed, it can make society more advanced and prosperous. Community empowerment activities have clear objectives to achieve the desired target. Therefore an appropriate work strategy is needed to facilitate the empowerment process (Fikruzzaman, 2022).

One of the institutions that process the community empowerment approach is Bumpekon. Bumpekon is a pillar of economic activity in the village which functions as a social institution for the community and, at the same time, as an institution for seeking profits that will be reused for the benefit of the community. Bumpekon, as a community social institution, sides with the community's interests through contributions to the provision of essential community social services. On the other hand, establishing a bumpekon aims to increase the village's original income (PADes). It is hoped that the profits from this business unit will become the village's original income and be utilized for the community in general.

The role of the Pekon Sriwungu Government in carrying out the stages of community empowerment for economic development through BUMPEkon Jaya Makmur by exploring the potential possessed by its community members. Then the government and BUMPEkon administrators act as facilitators and regulators in developing their economy to realize community welfare because BUMPEkon is a container for business units in Pekon. Currently, BUMPEkon Jaya Makmur has several business units. The community empowerment process is carried out by managing natural tourism business units. Where previously, there was no natural tourism in Pekon Sriwungu. Currently, nature tourism already exists and can be used to provide community facilities to improve their economy.

From the results of the interviews with the informants above, it can be seen that the processes and stages of community empowerment in economic development through BUMPEkon Jaya Makmur are as follows:

1. Exploring the potential of Pekon to establish business units

Exploring the potential of Pekon involves conducting a comprehensive assessment of the resources and opportunities available within the community. This includes identifying the natural resources, human capital, cultural heritage, and existing industries present in Pekon Sriwungu. The goal is to identify potential business opportunities that align with these resources and meet the needs of the local and regional markets. This exploration process involves engaging with community members, gathering their input and ideas, and prioritizing sectors or industries that have growth potential and economic viability. The outcome of this stage is a clear understanding of the potential business opportunities that can be pursued by BUMPEKON Jaya Makmur to drive economic development in Pekon Sriwungu. Step-by-step explanation of exploring the potential of Pekon to establish business units:

- a. Resource Assessment: Conduct a thorough assessment of Pekon Sriwungu's resources, including natural resources, human capital, cultural heritage, and

existing industries. This involves gathering data and information about the available resources within the community.

- b. **Community Engagement:** Engage with community members, including local residents, stakeholders, and potential entrepreneurs, to gather their input, ideas, and aspirations. This can be done through surveys, focus group discussions, interviews, or community meetings.
- c. **Market Analysis:** Analyze the market demand and trends in the local and regional markets. Identify potential gaps or opportunities that can be capitalized on by establishing business units in Pekon Sriwungu.
- d. **Business Planning:** Develop detailed business plans for each selected opportunity. Outline the vision, mission, objectives, strategies, and operational plans for establishing and operating the business units.
- e. **Financial Planning:** Develop a financial plan for each business unit, including cost estimation, revenue projections, and funding strategies. Identify potential sources of funding, such as loans, grants, or investments.
- f. **Risk Assessment:** Evaluate potential risks and challenges associated with establishing and operating the business units. Develop risk mitigation strategies and contingency plans to minimize potential setbacks.



Figure 1. Meeting in conducting community service

2. Established several business units such as:

- a. Refill Drinking Water Depot business unit

The refill drinking water depot business unit is aimed at the Pekon Sriwungu community, the majority of whom buy refilled drinking water from other products

that are relatively more expensive. Several strategies carried out by business units have succeeded in providing community empowerment, exploring the potential in village areas, and meeting community needs.

b. BRI Link Agent business unit

The people of Pekon Sriwungu have begun to be open to technological advances such as managing their finances, so they need the means to make it easier for them to manage their finances. With the BRI Link managed by BUMPekon Jaya Makmur, the community can go to a bank branch office for their financial transactions.

c. Nature tourism business unit

This business unit is located in the Pekon Sriwungu area. It is managed directly by BUMPekon Jaya Makmur to make the Pekon Sriwungu icon to be recognized in various other areas. It also provides opportunities for the community to improve their economy, such as creating jobs and opportunities to open businesses in these natural tourism areas.



Figure 2. Location of BUMPekon Jaya Makmur

3. The socialization introduced BUMPekon Jaya Makmur and the activities carried out by BUMPekon to the community at every gathering event at BalaiPekon. Step-by-step explanation of socializing BUMPEKON Jaya Makmur and its activities to the community at every gathering event at Balai Pekon.

- a. Planning: Determine the gathering events at Balai Pekon where the socialization will take place. Coordinate with the relevant authorities or organizers to secure a time slot or agenda for the socialization.

- b. Prepare Information Materials: Develop informative materials about BUMPEKON Jaya Makmur and its activities. This may include brochures, pamphlets, presentations, or visual aids that provide an overview of BUMPEKON, its objectives, and the benefits it offers to the community.
 - c. Presentation: Deliver a concise and engaging presentation about BUMPEKON Jaya Makmur. Highlight its mission, vision, and objectives. Explain the activities carried out by BUMPEKON to benefit the community, such as job creation, economic empowerment, and social development.
 - d. Showcase Success Stories: Share success stories or case studies of individuals or businesses that have benefited from BUMPEKON's initiatives. This helps to demonstrate the tangible impact and potential opportunities available to community members.
 - e. Interactive Activities: Include interactive activities to actively involve the community. This may include group discussions, brainstorming sessions, or small-group activities that encourage community members to share their ideas and suggestions for BUMPEKON's activities.
 - f. Distribution of Information Materials: Provide the prepared information materials to the attendees, allowing them to review the content and refer to it later. Include contact details or ways to reach BUMPEKON for further inquiries or engagement.
 - g. Networking and Follow-up: Encourage networking among attendees, creating opportunities for community members to connect with BUMPEKON representatives or each other. Collect contact information or expressions of interest from community members who wish to engage further with BUMPEKON.
4. Training related to economic development.

I am designing new strategies to make BUMPEKON Jaya Makmur more advanced and able to contribute PAD to Pekon Sriwungu to become an independent Pekon. Step-by-step explanation of training related to economic development.

- a. Needs Assessment: Conduct a thorough needs assessment to identify the specific training requirements related to economic development. This can involve surveys, interviews, or focus group discussions with stakeholders, community members, and local authorities to understand their knowledge gaps and skills needs.

- b. **Training Design:** Develop a training curriculum based on the identified needs. Outline the objectives, topics, and learning outcomes for the training program. Ensure the curriculum is relevant, practical, and aligned with the economic development goals of the community.
- c. **Training Delivery:** Conduct the training sessions according to the designed curriculum. Ensure a participatory and interactive approach to engage the participants actively. Incorporate a mix of lectures, case studies, group discussions, practical exercises, and hands-on activities to enhance learning.
- d. **Skill Building:** Focus on skill development during the training sessions. Provide practical exercises, simulations, or real-life scenarios that allow participants to apply the learned concepts and skills. Offer guidance, feedback, and mentoring to support their skill-building process.
- e. **Networking and Collaboration:** Create opportunities for networking and collaboration among the participants. Foster an environment where they can connect, share experiences, and develop partnerships to promote economic development initiatives.
- f. **Follow-up and Support:** Offer post-training support and resources to participants, such as access to relevant materials, mentoring, or additional training opportunities. Encourage them to implement what they have learned and provide ongoing guidance to ensure the application of acquired knowledge and skills.



Figure 3. Implementing the community service

Pekon-owned business entities as community social institutions, known as BUMpekon, must side with the interests of the village community. The presence of a village-owned business entity in Sriwungu Village, Banyumas District, Pringsewu Regency, is a hope for the

village government and the community as an economic pillar that functions as a social institution by taking sides with the interests of the community through contributions to the provision of services, rentals, village tourism management which can support the village's original income PADes.

Village tourism managed by BUMPekon Jaya Makmur is not only beneficial for people who are going on village tours but is also directly expected to be able to improve the welfare of the community economically. For visitors to tourist spots, on the other hand, it turns out that besides being managed by Bumpekon, this village tour involves the Pekon Sriwungu community, starting from the management of existing rides and all supporting activities in the tourist area carried out by the Pekon Sriwungu community.

Seeing this, the role of Bumpekon is by the purpose of its founding and the applicable regulations, namely to improve the economy of village communities by Law No. 6 of 2014 concerning villages, one of which is to make a breakthrough through the establishment of Pekon-Owned Enterprises (BUMPekon). BUMPekon is designed to improve the village economy and community welfare. Bumpekon can become the center of the economy in the village and market superior village products. BUMPekon is also one of the village government and community programs to improve the welfare of village communities in general. As a rural economic center, it is hoped that BUMPekon will improve the village economy and boost its original income. To increase national development, it must start from the bottom, namely bottom-up development. National development can be successful by integrating rural development as the central Government's spearhead. Through Village Law No. 6 of 2014, the Government has prepared various village assistance and development programs.

Looking at the conditions on the ground, it can be said that BUMPekon Jaya Makmur Desa Sriwungu, in general, has played a role in improving the welfare of the community wherein carrying out daily activities BUMPekon Jaya Makmur through the management of the Village Tourism business unit has made a significant contribution to Pekon and its people where the presence of Bumpekon has created a center for the community's economic center by providing a particular area for people who have Culinary, Small and Medium Micro Enterprises (MSMEs), souvenirs, homestays and absorb labor from the Pekon community consisting of young people and people who are still productive and open up opportunities investment for people who have venture capital to build new tourist rides.

In implementing management, it does not mean that there are no obstacles but things that usually occur in the change process. A lack of capital is the main obstacle to implementing a community empowerment strategy in economic development through BUMPekon. With the capital currently owned, it is still tiny because BUMPekon Jaya Makmur is still in the growth

stage, so it still requires additional capital to develop it. The next obstacle is that economic development takes time and can only slowly develop rapidly and progress. Because the village economic development process needs many people, many considerations must be made, regardless of the obstacles faced. The success of BUMPekon Jaya Makmur in improving community welfare is inseparable from the support of the Government as a Regulator and Village Assistant as a Facilitator.

Community participation in empowerment or development is very important, community participation is important in the development process, namely first community participation is a tool to obtain information about the conditions and needs of the community (Setiawan et al., 2020). Second, the community will have more trust in the program of development activities if they are involved in the preparation and planning process. Third, there will be an assumption that the fulfillment of democratic rights when they are involved in development. On the other hand, involving community participation in every process will create a high sense of ownership of the activities involving the community in each process and its utilization. This is intended so that, in practice, the community can express all the aspirations and desires of its citizens,

In addition to supervising the running of business entities owned by Pekon communities, they also have the right to participate directly in the running of community businesses; they are allowed to establish or run MSME businesses around the location or in Village Tourism locations, apart from being managers or working as employees who Pekon-owned Enterprises pay, thus then there will be direct benefits from the existence of Pekon's Business Entities that they founded.

The community empowerment process is inseparable from related parties from external elements so that in its implementation it becomes objective and the process runs without negative intervention so that the results obtained will be maximized (Nasir et al., 2022). In carrying out activities the village assistant acts as a facilitator who has the function of mentoring, motivator, dynamicator and has an advocacy function, village assistants as mandated in their duties in accordance with the work contract that has been agreed between Village Facilitators and the Ministry of Villages through BPSDM Ministry of Villages PDTT has a big role in overseeing the implementation of empowerment starting from the planning process the village assistant has provided assistance through the regulations that have been set.

In the process of building community participation as one of the principles of empowering village assistants, they have an important role in providing understanding to the Village Government so that they always involve the community in every activity process, while

the accompanying community has been able to build community awareness that participation is very important to ensure that every activity that has been planned is the right of the whole community to participate in every decision and policy making, in the empowerment process it is inevitable that problems arise as a result of a process but this is where the role of the village assistant is to advocate in solving problems by involving all relevant parties both in mapping the causes of the problem to with the process of handling and solving problems, it is this process that will educate the public to be able to identify problems and find solutions to solving problems that occur in the community as well as in the management of Pekon-owned Enterprises. so that Bumpekon becomes even better so that it can become an Alternative Business Entity in the village as a forum for developing micro-enterprises in the village. Financial administration and development of cooperation networks with third parties so that Bumpekon becomes even better so that it is able to become an Alternative Business Entity in the village as a forum for developing micro-enterprises in the village. Financial administration and development of cooperation networks with third parties so that Bumpekon becomes even better so that it is able to become an Alternative Business Entity in the village as a forum for developing micro-enterprises in the village.

Conclusion

The Community Development and Empowerment Program has contributed to the development of Islamic society and society by developing village infrastructure and worship facilities and increasing capacity. The provision of incentives for religious officers and the inclusion of BUMPEkon capital will enlarge the community's economic space and indirectly bring access to the community's economy closer so that it will be able to help and reduce the costs that the community must incur compared to before the Community Development and Empowerment Program existed. BUMPEkon can provide added value and business opportunities and open jobs for the people in Pekon Sriwungu, Banyumas District, Pringsewu Regency so that, in the end, the community will be avoided intellectual poverty and material poverty.

Homestay and absorb labor from the Pekon community consisting of young people and people who are still productive and open up investment opportunities for people with business capital to build new tourist rides. In implementing management, it does not mean that there are no obstacles but things that usually occur in the change process. A lack of capital is the main obstacle to implementing a community empowerment strategy in economic development through BUMPEkon. With the capital currently owned, it is still tiny because BUMPEkon Jaya Makmur is still in the growth stage, so it still requires additional capital to

develop it. The next obstacle is that economic development takes time and can only slowly develop rapidly and progress. Because the Pekon economic development process needs many people, many considerations must be made. Regardless of the obstacles faced, the success of BUMPekon Jaya Makmur in contributing to improving community welfare is inseparable from the support of the Government as a Regulator and Village Assistant as a Facilitator.

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