



BUSINESS DEVELOPMENT THROUGH IMPROVEMENTS TO THE GOVERNANCE SYSTEM, ENHANCED ENTREPRENEURIAL SKILLS, AND THE USE OF DIGITAL MARKETING AT THE “KARANG INDAH” VILLAGE-OWNED ENTERPRISE IN PASIR PEUTEUY VILLAGE, CADASARI DISTRICT, PANDEGLANG REGENCY

Maulana Muhamad Faisal¹, Marzuki Pilliang², Neng Wiwin³

^{1,2,3}Universitas Salakanagara

Abstract

This community service program aims to develop businesses by improving management systems, strengthening entrepreneurial skills, and leveraging digital marketing at the Karang Indah Village-Owned Enterprise (BUMDes) in Pasir Peuteuy Village, Cadasari District, Pandeglang Regency. This program was carried out using a holistic approach that included needs mapping, training for BUMDes managers, improving organizational and administrative structures, and implementing digital marketing through social media and online platforms. The results of the program show significant improvements in BUMDes governance, which is now more transparent and efficient; better managerial and entrepreneurial competencies; and effective utilization of digital marketing, which directly increases income and the competitiveness of BUMDes products. This program makes an important contribution to rural economic empowerment and is expected to serve as a model for other BUMDes in the region.

Keywords: BUMDes, Business Management, Governance, Entrepreneurship, Digital Marketing, Pasir Peuteuy Village, Community Service.

INTRODUCTION

Village-Owned Enterprises play a crucial role in driving the local economy and improving the welfare of rural communities (Allyreza et al., 2022). The establishment of BUMDes is an innovative approach to promoting rural economic growth based on the specific potential and needs of each region, with management carried out entirely by the local community (Lestari & Mursyidah, 2022). The main objective of establishing BUMDes is to capitalize on villages' potential for community welfare by increasing village income and economic activity (Madjodjo & Dahlan, 2020). The diverse business models of BUMDes encompass the real sector, microfinance, and services, all of which aim to optimize village resources and create economic value for residents (Sudrajat et al., 2021). However, the implementation of BUMDes often faces challenges in governance, entrepreneurial competency development, and adaptation to digital marketing, which hinder the optimization of its role in village economic development (Godjali & Indriyany, 2021). This phenomenon highlights the need for strategic intervention to strengthen the internal capacity of BUMDes, particularly in terms of management and technological adaptation, so that they can function as effective economic catalysts (Allyreza et al., 2022).

The Indonesian government, in line with the concept of sustainable development, has been aggressively promoting the growth of Village-Owned Enterprises as an important instrument in the national development strategy since the enactment of the Village Law (Sukarja, 2022). The strategic role of BUMDes is not only to create jobs and increase village income, but also to serve as a vehicle for community empowerment through active participation in local economic management (Madjodjo & Dahlan, 2020). This regulation provides a strong legal basis for the establishment and operation of BUMDes, enabling villages to independently manage their resources and economic potential in order to achieve fiscal independence and sustainable development (Madjodjo & Dahlan, 2020). However, the success of BUMDes greatly depends on the management's ability to increase innovation and utilize information technology to expand the business reach (Mustofa et al., 2022). Focusing on developing transparent and accountable governance, improving the entrepreneurial capabilities of managers, and integrating digital marketing are essential to optimizing the contribution of BUMDes to the village economy (Widyastuti & Ambarwati, 2020). Community service activities at the “Karang Indah” BUMDes in Pasir Peuteuy Village, Cadasari District, Pandeglang Regency, Banten Province, are the main focus for analyzing and overcoming specific obstacles faced in business development.

This activity aims to implement solutions for improving governance, enhancing entrepreneurial competencies, and utilizing digital marketing to drive village economic growth and community welfare through the strengthening of BUMDes. Through this holistic approach, it is hoped that BUMDes “Karang Indah” will not only adapt to the dynamics of the modern market but also become a model for other BUMDes in the region.

METHOD

This community service program aims to develop businesses through improvements in management systems, increased entrepreneurial skills, and the use of digital marketing at the Karang Indah Village-Owned Enterprise (BUMDes) located in Pasir Peuteuy Village, Cadasari District, Pandeglang Regency. The methods used in this community service consist of several stages, employing a systematic and participatory approach to ensure sustainability and a positive impact on BUMDes development.

1. Mapping and Needs Analysis

The initial stage of this service is mapping and analyzing needs through surveys and interviews with BUMDes managers and the surrounding community. The survey aims to identify the potential, challenges, and problems faced by the Karang Indah BUMDes in carrying out its operations, particularly in terms of governance, entrepreneurial competence, and product marketing. This mapping also involves an analysis of available resources, both in terms of facilities and human resource skills within the BUMDes.

2. Human Resource Training and Capacity Building

After conducting a needs analysis, this community service program continued implementing training to improve the entrepreneurial competencies of BUMDes managers and the local community. The training covered effective business management, entrepreneurial principles, and strategies for transparent and accountable financial and business administration. During the training sessions, participants were also provided with guidance on using digital technology to optimize BUMDes operations, particularly in online product marketing.

3. Improvement of Governance Systems

At this stage, this service focuses on improving the BUMDes management system, which includes developing a clear organizational structure, more efficient administration, and implementing good management principles in every line of business. In addition, assistance is provided in the preparation of a more structured business plan and the preparation of transparent financial reports. This aims to increase the accountability of BUMDes in the eyes of the community and relevant stakeholders.

4. Utilization of Digital Marketing

With the development of technology, digital marketing has become something that cannot be ignored. Therefore, this community service also includes training related to the use of social media and other digital platforms in marketing BUMDes products. The material provided covers the use of social media (such as Instagram, Facebook, and WhatsApp) for product promotion, creating attractive marketing content, and managing online shops. In addition, this community service also involves assistance in creating a website or online marketing platform that can expand the market reach of the “Karang Indah” BUMDes.

5. Evaluation and Monitoring

After the implementation phase, periodic evaluations and monitoring are conducted to assess the effectiveness of the program that has been implemented. Evaluations are carried out by monitoring business management developments, income increases, and community responses to the changes that have taken place. Monitoring also includes checking the governance and digital marketing systems implemented to ensure sustainability and positive impacts for BUMDes in the long term.

With this community service method, it is hoped that BUMDes “Karang Indah” will be able to develop better with professional management, increased entrepreneurial competence, and effective use of digital marketing to improve competitiveness and the welfare of the people of Pasir Peuteuy Village.

RESULT AND DISCUSSION

After implementing a community service program that included improving governance systems, enhancing entrepreneurial skills, and utilizing digital marketing, the Karang Indah Village-Owned Enterprise (BUMDes) in Pasir Peuteuy Village, Cadasari District, Pandeglang Regency showed significant results in several key areas. The following are the details of the results achieved.:

1. Improvement of BUMDes Governance

Through this community service program, BUMDes “Karang Indah” has successfully improved its previously suboptimal management system. The organizational structure of BUMDes was clarified by assigning more organized tasks and responsibilities, thereby increasing operational efficiency. In addition, more transparent and structured financial administration and recording were implemented, making the management process more accountable. This is reflected in the increased understanding among BUMDes managers of the importance of clear financial reports and the preparation of more mature business plans, which are now implemented on a regular basis.

2. Improvement of Entrepreneurship Competence

The entrepreneurship training provided to BUMDes managers and the local community

has resulted in a significant improvement in the managers' skills in running a business. Participants now have a better understanding of the basic principles of entrepreneurship, including business management, financial management, and business development strategies. This improvement in skills has positively impacted the management of BUMDes' products and services, as well as strengthening managers' confidence in running their businesses more professionally.

3. **Utilization of Digital Marketing**

One of the greatest achievements of this dedication is the increased use of digital marketing. BUMDes managers now use social media such as Instagram and Facebook to promote their products. Not only that, but they have also successfully created an online store platform that allows them to reach a wider range of consumers, even outside Pasir Peuteuy Village. With digital marketing, BUMDes products, such as local handicrafts and agricultural products, are now better known to the general public. Sales of products through this digital platform have increased significantly, contributing to an increase in BUMDes revenue.

4. **Increasing Public Awareness of Entrepreneurship and Digital Marketing**

In addition to providing direct training to BUMDes managers, this community service program has also succeeded in raising awareness among villagers about the importance of entrepreneurship and digital marketing in boosting the local economy. The community is now more involved in entrepreneurial activities in their villages. It has begun to utilize social media to promote its local products, albeit on a smaller scale than BUMDes.

5. **Program Sustainability**

This program has also brought about cultural changes in terms of business management and marketing in Pasir Peuteuy Village. With ongoing training and effective skills development, BUMDes "Karang Indah" now has a strong foundation to continue growing and expanding its market reach. Digital marketing, which was previously considered complicated, has now become part of their daily activities, demonstrating the continued use of technology to support their business. This program is expected to provide long-term benefits for BUMDes and the local community, which is now better prepared to face challenges in the business world.



Figure 1. Karang Indah Village-Owned Enterprise Office



Figure 2. Bumdes Training Participants



Figure 3. One of the coffee processing MSMEs in Pasir Peuteuy Village, supported by Bumdes.

The results of the study show that BUMDes managers are in line with the function of BUMDes as an institution that serves the economic needs of rural communities and creates new jobs, as well as promotes innovation in various fields (Purwanti et al., 2021). The implementation of this development program has optimized the potential of natural resources and the local economy, as well as strengthened community participation in achieving village economic independence (Utomo, 2022; Khairani et al., 2021). This also emphasizes the importance of improving financial literacy and inclusion in BUMDes management to optimize business performance (Heryanda et al., 2020). In addition, increasingly sophisticated technological developments also provide opportunities for BUMDes to increase their competitiveness (Setiana et al., 2021). Improving financial literacy, particularly in the ability to prepare simple financial reports, is a crucial outcome that enables BUMDes administrators to fulfill their

monthly reporting obligations in a transparent and accountable manner (Zulbetti et al., 2019). This improvement is crucial given the low level of knowledge and skills of village government officials and BUMDes managers regarding accountable and transparent governance (Handajani et al., 2021).

CONCLUSION

Community service with the title “Business Development Through Improved Governance Systems, Increased Entrepreneurial Competence, and Utilization of Digital Marketing at BUMDes ‘Karang Indah’ in Pasir Peuteuy Village, Cadasari District, Pandeglang Regency” has had a significant positive impact on various aspects of village business management. This program has succeeded in improving the BUMDes governance system by implementing a clearer organizational structure and more transparent administrative management. The improvement in the entrepreneurial competence of BUMDes managers and the local community is also evident, as they now have a better understanding of the basic principles of entrepreneurship and more professional business management. The use of digital marketing has significantly expanded the market reach of BUMDes products, which are now more widely known through digital platforms such as social media and online stores. With improved digital marketing skills, BUMDes revenues have also shown a significant increase. In addition, this program has also succeeded in raising community awareness of the importance of entrepreneurship and the use of technology in developing their businesses. The results of this community service show that improving governance systems, increasing entrepreneurial competence, and utilizing digital marketing can be effective solutions in developing village businesses and improving the local economy. The sustainability of this program is believed to bring long-term benefits to the “Karang Indah” BUMDes and the community of Pasir Peuteuy Village, as well as contribute to reducing economic inequality and improving the quality of life of the local community. Thus, this training program has successfully addressed the competency gap that was previously a significant obstacle to effective and professional BUMDes management.

REFERENCES

- Allyreza, R., Yusuf, M., & W, A. S. (2022). Pelatihan Digitalisasi Badan Usaha Milik Desa di Kabupaten Serang. *Komunitas Jurnal Pengabdian Kepada Masyarakat*, 2(2). <https://doi.org/10.31506/komunitas:jpkm.v2i2.16893>
- Godjali, Moh. R., & Indriyany, I. A. (2021). GO BUMDES BERJAYA (Gerakan Membangun Operasional Badan Usaha Milik Desa yang Berdikari Sejahtera dan Melayani). *Komunitas Jurnal Pengabdian Kepada Masyarakat*, 1(2). <https://doi.org/10.31506/komunitas:jpkm.v1i2.12882>
- Handajani, L., □□□ A., M., S. A., & Sokarina, A. (2021). Pendampingan Tata Kelola Keuangan Badan Usaha Milik Desa. *Jurnal Pengabdian Magister Pendidikan IPA*, 4(4), 296. <https://doi.org/10.29303/jpmipi.v4i4.1127>
- Heryanda, K. K., Mayasari, N. M. D. A., & Mahardika, A. A. N. Y. M. (2020). Improving BUMDes Business Performance in Terms of Financial Literacy and Inclusion. <https://doi.org/10.2991/aebmr.k.201212.020>
- Khairani, L., Ramlan, R., & Pulungan, D. R. (2021). Economic empowerment based on the strengthening of social capital in the implementation of village-owned enterprises.

- Masyarakat Kebudayaan Dan Politik, 34(2), 209.
<https://doi.org/10.20473/mkp.v34i22021.209-220>
- Lestari, W. I., & Mursyidah, L. (2022). The Role of Mekar Sewu BUMDes as a Regulator in the Economy of the Kendalsewu Village Community, Tarik District, Sidoarjo Regency. JKMP (Jurnal Kebijakan Dan Manajemen Publik), 7(2), 9.
<https://doi.org/10.21070/jkmp.v7i2.1704>
- Madjodjo, F., & Dahlan, F. (2020). Analisis kinerja Badan Usaha Milik Desa dalam pengelolaan anggaran untuk meningkatkan pengolahan potensi desa di Desa Akedotilou. Indonesia Accounting Journal, 2(2), 187.
<https://doi.org/10.32400/iaj.31055>
- Mustofa, I., Jahar, A. S., Mubarak, J., & M H. (2022). FIKIH MU'AMALAH BERBASIS KITAB KUNING DAN IMPLEMENTASINYA PADA LEMBAGA EKONOMI DI PONDOK PESANTREN SIDOGIRI.
- Purwanti, T., Jati, A. N., Utami, T. N., Kuntaryanto, O., & Nugrahani, C. (2021). Pendidikan Dan Pelatihan Masyarakat Dalam Meningkatkan Pendapatan Desa Melalui Bumdesa Sebagai Kekuatan Ekonomi Baru Di Desa Jimbung, Kecamatan Kalikotes, Kabupaten Klaten. Budimas Jurnal Pengabdian Masyarakat, 3(2), 282.
<https://doi.org/10.29040/budimas.v3i2.2998>
- Setiana, A., Syahza, A., & Suarman, S. (2021). Strategi pengembangan BUMDes di Kecamatan Pangkalan Lesung, Kabupaten Pelalawan, Riau. SOROT, 16(1), 47.
<https://doi.org/10.31258/sorot.16.1.47-59>
- Sudrajat, D., Syakdiah, S., & Suwarjo, S. (2021). Peran Bumdes Panggung Lestari Dalam Pemberdayaan Masyarakat Desa Panggungharjo, Sewon, Bantul. Jurnal Manajemen Publik dan Kebijakan Publik (JMPKP), 2(2), 70.
<https://doi.org/10.36085/jmpkp.v2i2.960>
- Sukarja, D. (2022). Corporate Social Responsibility for the Development of Village-Owned Enterprises: Legal Opportunities and Challenges. Advances in Social Science, Education and Humanities Research/Advances in Social Science, Education and Humanities Research. <https://doi.org/10.2991/assehr.k.220204.056>
- Utomo, B. (2022). Planning in the Management of BUMDes Karya Unggul in Punggul Gedangan Village, Sidoarjo. JKMP (Jurnal Kebijakan dan Manajemen Publik), 7(1), 25. <https://doi.org/10.21070/jkmp.v7i1.1703>
- Widyastuti, S., & Ambarwati, S. K. W. N. (2020). Increasing the Rural Economy of Village-Owned Enterprises BUMDes Antajaya Bogor. <https://doi.org/10.2991/aebmr.k.200331.048>
- Zulbetti, R., Perwito, P., & Puspita, V. A. (2019). Upaya Peningkatan Literasi Keuangan Pengurus BUMDES Melalui Pelatihan Keuangan di Kecamatan Cimaung, Kabupaten Bandung. EKONOMIKAWAN Jurnal Ilmu Ekonomi dan Studi Pembangunan, 19(2), 200. <https://doi.org/10.30596/ekonomikawan.v19i2.3824>