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The Role of Village-Owned Enterprises in Improving Community Welfare in Ponggok Village Central Java

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Abstract

As part of sustainable development efforts, Indonesia's national development aims to achieve national goals, covering various aspects of community and state life. One of the main focuses is improving the tourism industry, which is expected to attract tourists, create justice and ensure prosperity. The aim of this research is to determine the role of Village-Owned Enterprises in improving community welfare in Ponggok Village, Central Java. Indonesia, with its natural beauty and diverse culture, has great potential to attract tourists. In particular, tourist villages such as Ponggok Village have demonstrated success in managing local potential through Village-Owned Enterprises (BUMDES). BUMDES plays an important role in developing the village economy by building good working networks and involving the community in managing local assets. This research uses a qualitative descriptive method with literature study to examine the role of BUMDES in developing tourist villages and their impact on the local economy. The research results show that collaboration between the village government, community and various other parties succeeded in changing Ponggok Village from a disadvantaged village to an independent and prosperous village, with income increasing significantly every year. The research method used is descriptive qualitative with literature study, combining data from various scientific sources without additional manipulation. The main source of this research is related scientific papers which include research method books, journal articles, internet articles, and other relevant writings.

Keywords: Community Welfare, Rural Development, Village Governance, Village-Owned Enterprises

Introduction

The improvement of the travel industry is carried out with a determination to create harmony in the utilization of travel industry assets (Bisma & Hadi, 2024). The development of a tourist village in Ponggok Village is carried out by optimizing the village's water potential. The most important components in a tourist village are accommodation, namely part of the residence of local residents or units that develop according to where the population lives, and attractions, namely the entire daily life of local educators along with the physical setting of the village location which allows the integration of tourists as active participants, such as courses, dance, language, painting, and specific things (Hastutik et al., 2021).

A tourist village is a villagewhich is managed by the community or village community who interact with each other in managing care, have the awareness to play a joint role according to the skills and abilities of each individual in developing the potential of the village in a way that is conducive to the growth and development of tourism in the area. The Ponggok Village administration began with the absence of a village treasury which only had one hectare of productive land covering an area of 6300m2 producing an average of Rp. 250,000 to Rp. 1,000,000 every year (Eko Nur Fatmawati, Emmelia Nadira Satiti, 1907) In Kelaten itself there are several tourist villages that have been designated by the government, but the most prominent is the Ponggok Tourism Village. Tourism Village. Ponggok has an area of around 77.2255 hectares and a population of 2,036 people. Ponggok Tourism Village is located 40 km from Yogyakarta, in Polanharjo District. This village is one of the best BUMDES (Village Management Enterprises) at the national level and has received an award as a trendy village. In 2008 village income was around 15 million per year and continued to increase until 2015 reached 5.1 billion and exceeded the target of around 3.8 billion. In a year it can generate 16 billion. Due to the success of the local community in managing the potential that exists in the area, this tourist village has quite a large income every year (Parantika, 2020).

The existence of Umbul Ponggok village as a tourist village supported by the formation of BUMDES has experienced a significant increase over the years, in 2016 Tirta Mandiri was able to record a turnover of IDR 10.3 billion from the target of IDR 9 billion. The BUMDES AD/ART clearly states the distribution of business profits. As much as 30% of the proceeds are deposited into the Village treasury. BUMDES operational activities can stimulate the economy of the surrounding community(Damanik et al., 2019). The performance of BUMDES Tirta Mandiri is also proven by the gross income obtained from 150 million in 2012 to 12 billion in 2017(Hastutik et al., 2021).

Village-Owned Enterprises (BUMDES) are one solution that can answer the problem. BUMDES is a village economic institution managed by village communities, whose management is separate from the village government (Tajurhalang et al., 2024). This goal is of course inherent in all village governments, therefore good knowledge of BUMDES is certainly something that is needed. The desire to form a BUMDES without the capital having a good understanding of its formation and management can actually make the village further away from the word "prosperous", because the village wealth used as BUMDES capital may not develop until it experiences losses.(Damanik et al., 2019).

Village-Owned Enterprises (BUMDES) found momentum when Law No. 6 of 2014 concerning Villages was passed. This law is a new breath for village development activities. Villages which were previously passive subjects were transformed into active subjects who had power over development in their area. With the support of a large number of village funds, 'village development' is expanding throughout Indonesia. Local asset management in developing economic potential will soon find its way. In 2018, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (PDTT) established four priority programs to support the acceleration of village development, namely the development of Superior Products for Rural Areas (Prukades), building village water reservoirs, developing Village-Owned Enterprises (BUMDES), and building facilities. village sports (Ragadesa) (Irawan et al., 2023). The role of BUMDES in developing Tourism Villages can be seen from three things, namely the role of awareness (conscientization), which is carried out with socialization activities and proof of work, the role of community organizing, namely by channeling aspirations and dividing work into business units, and the role of resource intermediary. human resources (resource delivery), namely through training activities carried out together with other parties such as banking and other academic parties (Tanjung & Tarigan, 2021). BUMDES has the opportunity to play a strategic role in improving the village economy, but in fact there are still many BUMDES that have not succeeded, The success of BUMDES can be an indicator of the ongoing role of BUMDES in efforts to improve the village economy (Hastutik et al., 2021).

Ponggok village is a tourist village that has natural tourist attractions that can turn around the village economy. This nature tourism in the form of banners/baths is managed by Village-Owned Enterprises (BUMDES) (Pratiwi & Ramadhan, 2023). Ponggok Village used to be an economically disadvantaged village, the poorest village was even included in the category of underdeveloped villages. In recent years, Ponggok Village has been successful in providing huge economic benefits, namely helping to improve community opinion in the region (Zakia et al., 2023).

Ponggok tourist village by utilizing village funds and social capital investment through community empowerment. Ponggok tourist village started with a pennant in Ponggok Village which was previously only used for daily needs. As time went by, the Ponggok Village government realized the tourism potential in the area. In order to support the development of tourist villages, the Ponggok Village government collaborates with universities, SAR (search and rescue) teams, and diving teams to explore tourism potential (Sidik et al., 2019). Ponggok Village has managed village potential in the form of a number of banners or ponds which are used as water tourism attractions. Ponggok Village has four springs which are managed as tourist attractions, namely Umbul Ponggok, Umbuk Besuki, Umbul Sigedang-Kapilaler, and Umbul Ponggok Ciblon which are tourist attractions in Ponggok Tourism Village. The four banners are different, both in terms of availability, quality and atmosphere which reflects the naturalness of Ponggok Village, so that they can be used as capital or a source of activities. This makes it very possible for the pennant in Ponggok Village to be developed into a favorite destination area in Klaten Regency (Kabes et al., 2022).

Literature review

The theme of this article was discussed by Nastasya Aisya Putri, Aidinil Zetra, and Roni Eksha Putera entitled *Peran dan Sinergi Antar Pelaku Badan Usaha Milik Desa (BUMDES) Tirta Mandiri Desa Ponggok Kabupaten Klaten dalam Perspektif Tata Kelola*, in this article discussing actors who Involved in the formation of BUMDES are the local state and society. The local state has a role in formulating, forming and being the supervisor in running BUMDES, while the society represented by the BPD holds village deliberations during the formation and evaluation and election of BUMDES leaders. The Society also gets employment opportunities and the presence of BUMDES. These two actors have a very decisive role in formulating, establishing and implementing policies. Both actors have the same alignment and share and have the opportunity to be involved in decision making (Putri et al., 2021).

The theme of this article was also discussed by Dedek Setiawan and Risma Wira Bharata in the article entitled *Tata Kelola Badan Usaha Milik Desa dengan Perspektif Tata Kelola yang Baik (BUMDES Sumber Sejahtera) di Desa Genito, Kecamatan Windusari, Kabupaten Magelang*. In this article, it is stated that the welfare of the people in the management of BUMDES has been achieved. in accordance with the principle of people's welfare, namely that all BUMDES activities are based on increasing the economic productivity of the community, the decision-making process in managing BUMDES, all decisions are taken by deliberation in order to reach a mutual agreement for mutual welfare, the implementation of BUMDES management policies has an atmosphere of management, each of whom is responsible for implementation of policies at BUMDES (Setiawan & Bharata, 2022). Apart from that, the theme discussed by Nastasya Aisya Putri was also discussed by Rahayu Sulistiowati, A. Fachrezi Adisa, Susana Indriyanti C. With the *title Sinergi Srakeholder Untuk Pariwisata Berkelanjutan yang membahas komunikasi dan koordinasi antar pemangku kepentingan BUMDES, komunikasi pemangku kepentingan terjalin di awal perencanaan*, while stakeholder coordination has not been effective (Sulistiowati et al., 2021)

Research Methods

This article uses a qualitative descriptive method with the type of research in the form of a literature study that collects information or journals related to literature reviews. This research was conducted by combining descriptive and qualitative research. This research also presents data without exaggeration or manipulation. The main source of this research is scientific papers that are closely related to literature reviews, such as journal articles, internet articles, and other related writings.

Results and Discussion

Profile and History of Ponggok Tourism Village

Ponggok Village is a tourist village located in Polanharjo District, Klaten Regency. The beginning of the development of the Ponggok Tourism Village itself began with the existence of a spring in Ponggok Village or usually called Umbul by

the local community. Ponggok Village has several banners, namely Umbul Ponggok, Umbul Besuki, Umbul Sigedang, and Umbul Kapilaler. The first pennant that was managed and became a tourist location was Umbul Ponggok, which was 50 m wide and 100 m long. Umbul Ponggok water is supplied from 40 springs located around Umbul Ponggok. Umbul Ponggok has a natural pool bottom, in the form of a stretch of sand, rocks, and in it there are freshwater fish. One of the unique things about Umbul Ponggok is that even though there are lots of fish in it, the water is not fishy (Hastutik et al., 2021).

Based on the 2016 Ponggok Village monograph data, the number of heads of families in Ponggok Village is 609 while the population reaches 2,036 people. Of this number, there were 1,017 men and 1,019 women. The majority of the residents of Ponggok Village are Muslim. A small portion of the community is Christian and Catholic. Most of the residents' jobs are as private employees who work for private drinking water companies that use water sources in Ponggok (Subehi et al., 2020).

Table 1: Number of Population by Occupation

No	Type of Work	Amount/ person
1	Farm Laborers	17
2	Farmer	30
3	Trader	93
4	Civil Servant	26
5	Employee	420
6	Teacher	15
7	Self-Employed	123
8	Housewife	217
9	Day Laborers	198
10	Doesn't Work	194

Source: Ponggok Village Monograph, 2016

Most of the residents of Ponggok Village (67.5%) are in the productive age category, as shown in table 3 below:

Table 2: Population by age category

No	age category	Amount/ person
1	young age (0-14 years)	590
2	Productive age (15-64 years)	1672
3	old age (65 years and above)	215

Source: Klaten Regency Central Statistics Agency, 2016

Profile Of Village Government-Owned Enterprises

In 2009, the Head of Ponggok Village, Pak Junae di, was very concerned about the condition of the people of Ponggok who were in debt to loan sharks at

high interest rates. The village head then took the initiative to use village funds to pay off the Ponggok community's debt to loan sharks. The remaining village funds are used to create clean water management efforts involving the community. This management was then accommodated in BUMDes which was named BUMDes Tirta Mandiri. The formation of BUM Des in 2009 was based on the initiative of Pak Junaedi who served as village head but based on agreement and support with the residents. BUMDes management is under the Ponggok Village Government. The management of the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) is contained in the Articles of Association and Bylaws of the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes). In Chapter VI Article 9 concerning the Organizational Structure of Tirta Mandiri Ponggok Village-Owned Enterprises (BUMDes), BUM Des is led by a main director under a board of commissioners and supervised by a supervisory body. The Director is assisted by the BUMDes secretary and treasurer in carrying out orderly BUMDes administration and budgeting. Apart from that, there are also coordinators who monitor the field, the Umbul Ponggok unit, and rental coordinators who have different duties and are supported by the ticketing, parking, security, cleaning and equipment departments. Initially there were only two BUMDes business sectors, namely clean water management and pioneering umbul (spring) tourism. Clean water management businesses and water tourism startups were chosen because of the abundant water resources in Ponggok Village. However, as an effort to stimulate investment, various business fields were established. Currently, the business units owned by the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) are divided into several sectors as shown in table 4 below:

Table 3: Period of establishment of the BUMDes business unit

No	Unit usaha	Tahun berdiri
1	Clean Water Management	2009
2	Umbul Ponggok	2009
3	Ponggok Ciblon	September 2016
4	Village Shop	July 2016
5	Building Rental	2016
6	Culinary Kiosk	2016

Source: Ponggok Village Monographic Data, 2016

Two water tourism management business units are included in the tourism business unit category. Water tourism attractions consist of Umbul Ponggok which was managed in 2009 and Ponggok Ciblon which was established in July 2016 (Figure 1).

Figure 1: Umbul Ponggok Swimming Pool



In the field of clean water management, BUM Des manages clean water for consumption by the community at a price of Rp. 1,800.00 / cubic meter. This price is much cheaper than the market price outside Ponggok which reaches Rp. 3,000.00/ cubic meter. In the business sector, BUMDes provides trading kiosk rentals for residents, in the form of daily kiosks and annual kiosks (figure 2 and figure 3). Daily kiosks are rented to residents at a cost per day of Rp. 3,000.00; while annual stalls are rented for Rp. 2,500,000.00. The daily culinary kiosk is located in the Ponggok Village office area, while the annual kiosk is located in the Ponggok Pool area. Another BUMDes business unit is the Village Shop called "Rumah Pangan Kita". This shop was founded as a means of circulating capital. Every member of the community who wants to open a trading business is allowed to buy the goods they need from the village shop. The management of the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) is closely monitored. This is because the capital owned by BUMDes comes from investment funds originating from the community. The management strives to be transparent in managing the funds collected by the community. Therefore, there is a BUMDes supervisory body whose task is to supervise the implementation and funding of all activities of the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) business unit. The BUMDes Supervisory Board consists of three people. Business accountability.

All BUMDes business units are very successful. In its initial pioneering period, BUMDes only needed three years to demonstrate its success. Original village income jumped sharply through BUMDes, from only 14 million per year in 2009, to 150 million in 2012 and increased even more rapidly to 600 million in 2013. In fact, in 2014, village income soared to 1.1 billion. In the same year, BUMDes Tirta Mandiri Ponggok hoped to achieve revenues of 3.8 billion, but it turned out that the revenues obtained actually exceeded expectations, reaching 6.1 billion. Ponggok Village also transformed from a poor village1 to an independent village with an income of 10.5 billion rupiah in 2016 (see table 5). This achievement makes Ponggok Village a model independent village in Indonesia.

Table 4: Ponggok BUMDes income from 2012 to 2016

Tahun	Pendapatan
2012	150 juta
2013	600 juta
2014	1,1 milyar
2015	6,1 milyar
2016	10,5 milyar

Source: Ponggok Village Monograph 2016

Encouraging and Inhibiting Factors for BUMDes Management

The Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) which was developed by the Ponggok Village Government is a business entity agreed upon and developed jointly by the Ponggok Village community with the aim of community empowerment. The implementation process is not easy because there are many factors that encourage and hinder it. The factor that drives the development of the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) is the technological

factor. The increasingly rapid development of technology contributes a large contribution. The Village-Owned Enterprise (BUMDes) Tirta Mandiri Pong Gok, one of whose business units is developing tourism, is experiencing the benefits of technological developments. The public's high enthusiasm for technological developments, especially social media, encourages them to always want to get new information through social media such as Instagram and Facebook. The Ponggok Village Government uses social media to promote Umbul Ponggok tourism. This method is very successful in inviting tourists to come to Ponggok. Apart from technology, the factor that drives the success of BUMDes Tirta Mandiri is the friendly attitude of the community and village government towards visitors. The community and village government do not hesitate to share the knowledge and knowledge they have regarding the success of BUMDes Ponggok. The community and village government facilitate people who want to visit as tourists or who want to learn about BUMDes Tirta Mandiri. Currently, visits from various regional government agencies for comparative studies of tourism management and BUMDes in Ponggok are very intensive.

Apart from the driving factors, there are also factors that hinder the management of BUMDES, namely the level of education and the level of political understanding among residents. The low level of education is an obstacle because growing the Tirta Mandiri Ponggok Village-Owned Enterprise (BUMDes) requires a workforce that is educated and has skills. Of the 88 employees who work at Ponggok, only 3 are bachelor's degrees and high school, middle school and elementary school graduates. Apart from human resources, business competition with other business actors in the village is also an obstacle in the development of BUMDes Tirta Mandiri in Ponggok Village. Incitement against the community regarding the lack of usefulness of several programs implemented by BUMDes and the success of businesses other than BUM Des, resulting in residents' confidence in BUMDes decreasing (Subehi et al., 2020)

BUMDes and Improving Citizens' Welfare

BUMDes business activity units have had an impact on the community's economy. In the past, Ponggok residents were farmers and employees of mineral water companies. Now, we can see that the Tirta Mandiri Ponggok BUMDes business unit has succeeded in boosting the economic level of its citizens. The involvement of community members in BUMDes makes them able to meet their living needs and no longer depend on loan sharks. BUMDes also acts as an entrepreneurial facilitator for its citizens by providing capital assistance for goods for trading and money for homestay business capital. Apart from that, BUMDes income makes the village government form programs that the community can enjoy directly. This aims to ensure that the people of Ponggok Village can directly enjoy the existence of BUMDes. These programs are in the form of social security. Among the programs are guarantees for side dishes for the elderly, health insurance. community, and the one house one bachelor program.

BUMDes really helps the community in various financial transactions. BUMDes also collaborates with several banks so that it is easier for people to make cash transfers and withdrawals. Another social benefit provided by BUMDes is that water management is more organized and uses more modern technology, which has made

it easier for people to access water, and has increased PAD (Village Original Income) (Utami et al., 2019). So the various social benefits provided by BUMDes have helped improve the welfare of the village community. This is in line with the results of research conducted by Hekmatyar & Nugroho (2019) In the education economy of Kedungprimpen Village, BUMDes has an important role in irrigation management, which means BUMDes is fully responsible for distributing water to every agricultural land of the residents of Kedungprimpen Village.

Judging from the civil society dimension, the existence of BUMDes can absorb labor from the community. BUMDes also provides capital assistance which is used by the community to develop businesses so that they can absorb more workers and reduce unemployment (Utami et al., 2019). This is in line with the study conducted by Seelos et al., (2011) by discussing several case illustrations in several areas of society. The results show that engagement with local communities is a requirement for accessing and developing local resources, including building trust with community members. This is also in line with the which shows that BUMDes is able to increase the community's ability to develop the businesses they own.Several business units established by BUMDes provide opportunities for the community to obtain new jobs, as well as help the community mobilize its potential. The existence of BUMDes provides motivation and stimulus for the community to develop their businesses in order to increase family economic income. Judging from the innovation dimension, BUMDes always carry out various social innovations so that they can increase village income. This is in line with Zimmerer and Scarborough's opinion (dalam Agustina, 2015) This is also in line with research conducted Sumiasih, (2018) which shows that the management of the tourism sector is through BUMDes

Conclusion

Ponggok Village, located in Polanharjo District, Klaten Regency, Central Java, has experienced a significant transformation since 2009. Previously only having a village income of 14 million rupiah per month, Ponggok Village established a Village-Owned Enterprise (BUMDes) which utilizes natural potential, especially natural resources. water power, to be developed into a tourism commodity under the business name "Tirta Mandiri". This step was successful in improving community welfare, with village income soaring to 10.5 billion rupiah per year in 2016. BUMDes also provide other social benefits such as easy access to clean water, collaboration with banks, and school assistance programs. Apart from that, BUMDes has succeeded in absorbing local workers, providing capital assistance for community businesses, and motivating innovation and improving the village economy. These innovations are in line with various studies that show the importance of local community involvement in utilizing resources and creating social value.

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