

# The Strategy of Process to Community Empowerment that was Conducted by BUMDes in the Improving of Community Welfare in Soppeng Regency

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**Abstract.** This study aims to: Community empowerment process conducted by BUMDes in improving community welfare in Soppeng Regency. This research was conducted using a qualitative descriptive approach, namely: data in the form of information or information obtained and presented in non-numeric form in the form of BUMDes profiles and BUMDes unit type reports. The results of this study indicate that: the community empowerment process strategy carried out by BUMDes in improving the welfare of the community in Soppeng District is influenced by several factors, namely: awareness, training, mentoring, evaluation, transparency, and cooperation. Transparency and cooperation are very important in empowering village communities because village communities who are generally smart want openness and togetherness to work together in building the village economy through the role of BUMDes. Transparency and good cooperation have brought 3 (three) BUMDes in Soppeng District to success in empowering and prospering the community, namely: BUMDes Rompegading, BUMDes Padaati, and BUMDes Lompulle. Meanwhile, the BUMDes that are ranked quite successful in empowering and prospering the community are BUMDes Jaya Mandiri, BUMDes Mekar Jaya, BUMDes Kali Watu, and BUMDes Sekkanyili. Likewise BUMDes that are less successful in empowering and prospering their people are BUMDes Masagenae, BUMDes Sipatokkong, and BUMDes Sipakaenre.

**Keywords:** Community, Empowerment, Welfare, Strategy.

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## I. Introduction

Village Law Number 6 of 2014 has confirmed in its articles, namely Articles 2 and 5, where the village is the implementation of village governance, including the implementation of development in the village and also fostering village residents, and also empowering village residents according to the mandate in Pancasila, the Constitution The Republic of Indonesia in 1945, NKRI or the Unitary State of the Republic of Indonesia, as well as Unity in Diversity which is better known as the motto Unity in Diversity. The provisions in this article reflect the position of the village as part of the Regional Government of Soppeng Regency.

The establishment of BUMDes in Soppeng Regency aims to encourage the community in the village to be more prosperous in raising the standard of living of the community or village residents by empowering the capacity of the village, economic institutions, the ability of its citizens and also the natural abilities. BUMDes in Soppeng Regency with its various work programs are very useful and have been felt to help many village communities in improving their standard of living, which of course cannot be separated from the role of village officials who can guide various work programs in the village, residents who become partners in assistance and also various elements of government in Soppeng Regency which is a motivator in implementing work programs related to the village economy ..

The implementation of BUMDes in Soppeng Regency still needs to be streamlined because it has not been fully implemented by all BUMdes in Soppeng Regency, including BUMDes Masagenae, BUMDes Sipatokkong, and BUMDes Sipakaenre. The role of the BUMDes is not optimal because it has not been able to contribute to the welfare of every villager in Soppeng Regency.

Empowering villagers is a must in building the economy and culture of the villagers. The BUMDes strategy in empowering village residents has been carried out by improving the welfare of villagers in Soppeng Regency which is influenced by several factors, namely: awareness, training, mentoring, evaluation, transparency, and cooperation. While the stages of community empowerment according to Habibah (2009), including: awareness, organizing, regeneration, technical support, and system management. The formulation of the research problem is as follows: "Is the community empowerment process strategy carried out by BUMDes that can improve the welfare of the community in Soppeng Regency?"

## **II. Methodology**

The approach used in this research is descriptive qualitative. According to Nazir (2006: 104), the qualitative descriptive approach aims to obtain facts that will be interpreted clearly so that we can find out in depth about problems that can explain relationships and can predict so that they are meaningful and have implications for problems that must be resolved effectively. Qualitative data, namely the results of in-depth interviews or information sourced from informants in the form of an overview of BUMDes and reports on types of BUMDes units in Soppeng Regency.

Sources of data required in this study come from:

1. Primary data is data obtained by conducting direct research on residents or households related to BUMDes to be the object of research. Primary data is obtained by applying direct observation techniques or observation from informants including BUMDes management / members, BUMDes advisors, and BUMDes supervisors.

2. Secondary data is data obtained from other sources such as data in the form of documents, or in written form such as papers or reports from related agencies, namely the One Stop Investment Service, Soppeng Regency, and the Village Community Empowerment Service and PMDK Kelurahan in Soppeng Regency, and Central Bureau of Statistics of Soppeng Regency.

To obtain data, the researchers collected data, namely:

1. Direct observation or (observation), namely The author approaches some information including BUMDes management and members to obtain data related to research problems.

2. Documentation ie activities to briefly write several reports obtained such as BUMDes profiles, BUMDes business development strategy efforts in achieving achievements, the condition of BUMDes members and types of business, and other supporting data.

3. List of questions, namely collecting data in the form of direct interviews with preparation carried out according to initial observations.

The target population is all people in Soppeng Regency. The sampling technique used in this study was purposive sampling and accidental sampling. According to Masri S and S Effendi (2001), purposive sampling is a non-random sampling that is selected based on their consideration that they are able to provide an objective assessment of the problems in the study. Meanwhile, Accidental sampling is anyone met during the research to be sampled. So, the number of samples in this study were 74 informants.

The techniques or methods used to analyze the data in this study are as follows:

1. Descriptive analysis, namely the analysis used to explain in a descriptive way the variables used which can be in the form of frequency distribution, mean and percentage.

2. Qualitative analysis, namely the analysis used to determine the strategy for the empowerment process of villagers as a form of BUMDes programs in improving the welfare of the community in Soppeng Regency.

## **III. Results**

The role of BUMDes for village communities in Soppeng Regency is very important in running village economic businesses and also social services that are not only for profit, but are able to make villagers more prosperous in Soppeng Regency.

Activities to empower villagers in Article 1 paragraph 12 of the Village Law emphasize that efforts to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problem and the priority needs of the village community. Furthermore, Article 67 paragraph 2 also emphasizes that the village has the obligation to develop village community empowerment. Meanwhile, Article 68 paragraph 1 also states that the village community has the right to request and get information, and to monitor and convey aspirations regarding community empowerment programs carried out by the village government.

Based on the condition of the BUMDes in Soppeng Regency according to the Regulation of the Regent of Soppeng Number 18 of 2014, the main issues that will be studied more deeply are to find out the strategy of the community empowerment process carried out by BUMDes that can improve the welfare of the people in Soppeng Regency according to the BUMDes research sample, will be described below .

Empowering village communities is carried out with various approaches, including: the community is not the object of development activities, but is the main driver of that development. The strategy of the process of empowering village communities carried out by BUMDes for the welfare of the villagers of Soppeng Regency is carried out through awareness, training, mentoring, evaluation, transparency, and collaboration activities.

a. Awareness

Awareness is the initial stage to empower villagers or households through processes, methods, or actions to make village communities aware so that their welfare can be increased.

Awareness through socialization is carried out by visiting the village community to be given understanding and motivation to explore and develop the potential that the community has and also the potential that the village has. BUMDes managers in Soppeng Regency conduct outreach to explore and develop natural and human resource potential in determining business units that can be developed by BUMDes. BUMDes managers are trying to make the community aware of the potential that Matabulu village has a lot that can be managed and developed independently by BUMDes in Soppeng Regency. The level of awareness of the village community on the importance of BUMDes in Soppeng Regency in improving the welfare of village communities is very high. This is proven by the existence of a variety of business units that can be developed by BUMDes in the Regency, namely: savings and loans units.

b. Training

Training as an alternative to empowering villagers to be more skilled so as to increase their ability to run their business. At the training stage, there is an improvement in the quality of work of members and managers of BUMDes which can be in the form of increasing understanding and expertise related to the development of managed business units so that they are more skilled in managing and developing BUMDes in Soppeng Regency.

The training that was attended by BUMDes managers and members in Soppeng District and village communities, included: BUMDes entrepreneurship training; BUMDes socialization monitoring and evaluation training; and training on management strategies for bumdes in the digital era. The training themes for BUMDes administrators include: training on application / software-based Bumdesa Financial Management, BUMDes management duties, and comparative studies.

c. Accompaniment

Village residents who manage business units are always accompanied by BUMDes managers, so that the business units they manage can produce results, and also help villagers find solutions to problems faced in developing BUMDes business units. In addition, BUMDes managers can also evaluate the activities of each BUMDes business unit, so that deficiencies and weaknesses can be corrected so that BUMDes activities can run optimally and effectively.

Activities to assist BUMDes members who have business units in Soppeng Regency are carried out regularly so that it is hoped that members and the community can independently run their businesses from production to distribution, such as: snack products, Bolu Cukke ysnh already getting P-IRT, Nennu-Nennu products as well. already received P-IRT, and pipang products have also received P-IRT.

Assistance carried out by the local village government is how to visit villagers and monitor the workings of residents who are also BUMDes members in managing business units to provide maximum results. In addition, the assistants directed and suggested that the products they produce, such as packaged products, had to be correct and attractive, so that consumers would be interested in buying them. All of these assistance activities must be accountable to the BUMDes manager to the Regency regarding BUMDes income for a month.

d. Evaluation

BUMDes managers must be able to evaluate every business unit activity of its members. Evaluation activity is an activity to monitor and supervise every activity of the BUMDes business unit. Evaluating activities can be the best solution in running the business unit. BUMDes also evaluates to find deficiencies so that these deficiencies can be corrected so that the BUMDes business unit can be successful as desired.

BUMDes in Soppeng Regency in conducting evaluation activities aim to find the best solution so that every problem can be resolved completely. Thus, it will be easy to add and develop BUMDes business units. The evaluation activity is expected to be able to solve problems faced by the community, from the production process to marketing. Evaluation is carried out in the form of monthly and annual meetings, especially those related to the management of savings and loan business funds whose capital is obtained from the participation of village funds.

Evaluation activities are also carried out on the BUMDes program in Soppeng Regency by providing opportunities and responsibilities to members and managers of BUMDes to bring up problems faced with the business they manage. In this case, the villagers will feel really helped in overcoming any problems faced by villagers through the role of BUMDes in Soppeng Regency.

e. Transparency

Transparency in financial management is important for the development of BUMDes in Soppeng Regency. The application of the principle of transparency in financial management can help BUMDes be able to overcome any BUMDes financial problems, such as: purchase notes are needed to correct every business unit related to repair and development of business units managed by BUMDes members.

The problem that is often faced in the financial management of BUMDes is the use of funds that are not suitable for their allocation so that they are not effective and efficient. This is of course caused by the unprofessional work of BUMDes managers. BUMDes in Soppeng Regency which manage finances adhering to the principle of transparency will certainly have a positive impact on the progress of BUMDes so that they can improve the welfare of rural communities, such as BUMDes Rompegading, BUMDes Padaati, and BUMDes Lompulle applying the principle of transparency so as to encourage people to voluntarily manage and develop BUMDes in Soppeng Regency .

BUMDes that have been ranked quite successful, namely BUMDes Jaya Mandiri, BUMDes Mekar Jaya, BUMDes Kali Watu, and BUMDes Sekkanyili have not fully implemented transparency in BUMDes financial management. Meanwhile, the BUMDes that are classified as less successful in prospering the community are BUMDes Masagenae, BUMDes Sipatokkong, and BUMDes Sipakaenre, which have not fully implemented the principle of transparency in BUMDes financial management. Thus, it can be said that the transparency factor greatly determines the success of the management and development of BUMDes in Soppeng Regency.

f. Cooperation

Cooperation is very important in the management and development of BUMDes. Bumdes can collaborate with other parties, including cooperation between BUMDes managers and BUMDes members, village government, village communities, and also cooperation with several village economic institutions or business fund providers. Thus, the BUMDes collaboration with third parties will certainly have a positive impact in developing and also adding to several BUMDes business units in Soppeng Regency, such as BUMDes Rompegading, BUMDes Padaati, BUMDes Lompulle which has proven to be successful in improving the welfare of the village community.

BUMDes in Soppeng Regency cannot develop without good cooperation. the lack of cooperation and attention from the village government and also the lack of community participation can make BUMDes less capable of empowering its people. The village government has not helped several BUMDes, and only BUMDes Rompegading, BUMDes Padaati, and BUMDes Lompulle have proven successful in improving the welfare of their village communities through good cooperation.

#### **IV. Discussion**

BUMDes has been mandated in the Village Law which is further elaborated in the Regulation of the Minister of Villages, Development of Disadvantaged Villages and Transmigration Number 4 of 2015 concerning Establishment, Management and Management, and Dismissal of BUMDes. The two laws havemandates that in increasing community and village income, the village government can establish BUMDes according to the needs and potential of the village.

Strategies in the process of empowering household communitiesBUMDes in improving the welfare of the villagers of Soppeng Regency is influenced by several factors, namely: awareness, training, mentoring, evaluation, transparency, and cooperation. Meanwhile according toHabibah (2009), which proves that community empowerment through BUMDes is influenced by factors: awareness, organizing, regeneration, technical support, and system management. These four factors have not been able to support the process of empowering villagers to increase their income and welfare in Soppeng Regency. Transparency is very important in empowering village communities because they want openness and togetherness in building the village economy through the role of BUMDes. The honesty of the leader is highly desired by the village community to build their village, because with this honesty the community will feel valued and called to participate optimally in building the village so that the welfare of the village community is carried out by the BUMDes in Soppeng Regency. This transparency has led to the 3 (three) BUMDes in Soppeng Regency that have succeeded in empowering their communities, namely: BUMDes Rompegading, BUMDes Padaati, and BUMDes Lompulle. Meanwhile, the BUMDes that were ranked quite successful were BUMDes Jaya Mandiri, BUMDes Mekar Jaya, BUMDes Kali Watu, and BUMDes Sekkanyili. Furthermore, BUMDes that are less successful in welfare of their people are BUMDes Masagenae, BUMDes Sipatokkong, and BUMDes Sipakaenre. The BUMDes category which is categorized as quite successful and unsuccessful has few business units and has not even added business units since its establishment until now. The factors causing the lack of success of BUMDes in Soppeng Regency in empowering village communities are due to the lack of transparency of the village government with BUMDes managers and also the lack of cooperation between the village government, local

communities and BUMDes managers and members. Therefore, the novelty of this study is the transparency factor in financial management and cooperation between BUMDes managers and village governments and their communities that determine the success of BUMDes in Soppeng Regency as achieved by BUMDes Rompegading, BUMDes Padaati and BUMDes Lompulle.

The strategy for the empowerment process of villagers or households is intended to encourage levelsThe welfare of village residents is better in Soppeng Regency which has been regulated in Article 1 paragraph 12 of the Village Law, namely as an effort to develop the independence and welfare of village communities by increasing knowledge, skills, attitudes / behavior, abilities, awareness, and being able to utilize resources through establishing policies, programs, activities, and assistance in accordance with the essence of the problem and the priority needs of the village community. In addition, Article 67 paragraph 2 states that the village has the obligation to develop village community empowerment. Likewise, Article 68 paragraph 1 also states that the village community has the right to request and get information, and to supervise and convey aspirations regarding community empowerment programs carried out by the village government.

Middle theory related to the stages of community empowerment has been proven by Habibah (2009), which includes: awareness, organizing, regeneration, technical support, and system management. Azizy (2003) provide guidance related to the stages of empowerment, including: (1) Helping the community to find problems; (2) Analyzing the problem independently; (3) Determining the priority scale of the problem; (4) Finding solutions to problems; (5) Implementation of problem solving; and (6) Evaluation. Furthermore, Lippit (in Mardikanto and Riant (2012: 123-124), empowerment as a planned change is detailed into several stages, namely: awareness, showing a problem, helping problem solving, showing the importance of change, conducting testing and demonstration, producing and publication of information, carry out capacity empowerment.

Based on some of the research results above, the researchers took the main approach, namely: from the concept of community empowerment, including the community not being the object of a development project but as the subject of development itself. Thus, the strategy of the community empowerment process carried out by BUMDes in improving the welfare of household communities in Soppeng Regency is to carry out awareness activities, training, mentoring, evaluation, transparency, and cooperation.

The results of the study have proven that the six stages have not been fully able to support activities in empowering villagers to improve the level of welfare of the villagers of Soppeng Regency. This is because there are still BUMDes that do not apply transparency and cooperation in the management and development of BUMDes. Even so, BUMDes Rompegading, BUMDes Padaati, and BUMDes Lompulle are considered to have succeeded in empowering household communities so as to improve the welfare of rural communities in Soppeng Regency. Therefore, the novelty or novelty of this research is the transparency factor in the financial management of BUMDes and the collaboration between BUMDes managers and the village government and village communities greatly determines the success of BUMDes in Soppeng Regency as achieved by BUMDes Rompegading

Based on the above perspective, it can be assumed that this research gave birth to a novelty that was born from the study of the existence of BUMDes in improving the welfare of the people in Soppeng Regency, namely: the transparency factor, namely honesty in BUMDes financial management and the factor of cooperation, namely good cooperation between members and managers of BUMDes. as well as village government and local village communities. Thus, it can be said that awareness, training, mentoring, evaluation, transparency, and cooperation are strategic elements of the empowerment process for BUMDes-assisted villagers to increase the level of welfare of villagers or households in Soppeng Regency.

## **V. Conclusion**

Based on the descriptions and analysis results shown in the previous chapter, it can be concluded that strategies for the process of empowering villagers to increase the level of welfare of the villagers in Soppeng District it is influenced by several factors, namely: awareness, training, mentoring, evaluation, transparency, and cooperation. Transparency and cooperation are very important in empowering village communities because village communities, who are generally smart, want openness and togetherness to work together to build the village economy through the role of BUMDes. Transparency and good cooperation have brought 3 (three) BUMDes in Soppeng Regency to success in empowering and prospering the community, namely: BUMDes Rompegading, BUMDes Padaati, and BUMDes Lompulle. Meanwhile, the BUMDes that were ranked quite successful in empowering and prospering the community were BUMDes Jaya Mandiri, BUMDes Mekar Jaya, BUMDes Kali Watu, and BUMDes Sekkanyili..

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