

ABSTRAK

OPTIMALISASI PERANAN BADAN USAHA MILIK DESA TERHADAP KESEJAHTERAAN MASYARAKAT DESA MOKANTARAK

(Studi Kasus di BUMDes Sonata Mokantarak, Flores Timur)

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Salah satu upaya strategis pemerintah dalam mengimplementasikan pembangunan nasional di pedesaan adalah pembentukan Badan Usaha Milik Desa (BUMDes). BUMDes hadir sebagai wadah ekonomi produktif masyarakat desa dan juga sebagai instrumen kesejahteraan masyarakat. Penelitian ini bertujuan untuk meneliti optimalisasi peranan Badan Usaha Milik Desa (BUMDes) Sonata Mokantarak terhadap kesejahteraan masyarakat Desa Mokantarak.

Penelitian ini dilakukan dengan metode penelitian lapangan (*field research*). Metode ini digunakan untuk menjelaskan secara intensif mengenai latar belakang keadaan dan interaksi hubungan sosial baik individu, kelompok, lembaga, maupun masyarakat. Penelitian ini menggunakan pendekatan deskriptif kualitatif yakni penelitian yang berupaya mengangkat, menuturkan, dan menafsirkan dari fakta, keadaan, variabel, dan fenomena-fenomena yang terjadi selama penelitian berlangsung dan menyajikan apa adanya.

Hasil penelitian ini menunjukkan bahwa peranan Badan Usaha Milik Desa (BUMDes) Sonata Mokantarak terhadap kesejahteraan masyarakat Desa Mokantarak belum optimal. Hal ini dikarenakan lemahnya penerapan manajemen operasional, manajemen keuangan, manajemen sumber daya manusia, dan manajemen risiko pada BUMDes Sonata Mokantarak, sehingga penelitian ini menawarkan alternatif strategi yakni Strategi *Weakness opportunity* dengan jenis strategi intensifikasi, guna meningkatkan kinerja BUMDes Sonata Mokantarak.

Kata kunci: BUMDes, optimalisasi, peranan, manajemen strategi, kesejahteraan masyarakat.

ABSTRACT

OPTIMIZING THE ROLE OF VILLAGE OWNED BUSINESS ENTITIES TOWARD THE WELFARE OF THE COMMUNITY OF MOKANTARAK VILLAGE

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One of the government's strategic efforts in implementing national development in rural areas is the establishment of Village Owned Enterprises (BUMDes). BUMDes is present as a productive economic forum for rural communities and also as an instrument of community welfare. This study aims to examine the optimization of the role of Village Owned Enterprises (BUMDes) Sonata Mokantarak on the welfare of the people of Mokantarak Village.

This research was conducted using field research methods. This method is used to explain intensively about the background of the situation and the interaction of social relations both individuals, groups, institutions, and communities. This study uses a qualitative descriptive approach, namely research that seeks to raise, tell, and interpret facts, circumstances, variables, and phenomena that occur during the research and present what is.

The results of this study indicate that the role of the Village-Owned Enterprises (BUMDes) Sonata Mokantarak on the welfare of the people of Mokantarak Village has not been optimal. This is due to the weak implementation of operational management, financial management, human resource management, and risk management at BUMDes Sonata Mokantarak, so this study offers an alternative strategy, namely the Weakness opportunity strategy with the type of intensive strategy, in order to improve the performance of BUMDes Sonata Mokantarak.

Keywords: BUMDes, optimization, role, management strategy, community welfare.