

The Role Of Village-Owned Enterprises (Bumdes) In Improving Community Income In Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency

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Abstract

This study aims to analyze the role of Village-Owned Enterprises (BUMDes) in increasing community income in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency. This study uses a quantitative descriptive approach. The population consisted of 350 members of the Bangun Sari Village community who interact with BUMDes, with a sample of 78 respondents determined using the Slovin formula. Data were collected through observation, questionnaires, literature study, and interviews, and were analyzed using validity tests, reliability tests, normality tests, simple linear regression analysis, t-tests, and the coefficient of determination with the assistance of SPSS. The results show that BUMDes plays a good role in improving the village economy, creating employment opportunities, managing local potential, and supporting the increase of Village Original Income (PADes). The simple linear regression results show the equation $Y = 18.194 + 0.592X$, meaning that every increase in the role of BUMDes will increase community income by 0.592 units. The t-test results show that the role of BUMDes has a positive and significant effect on community income. A coefficient of determination of 34.5% shows that the role of BUMDes is able to explain 34.5% of the variation in community income, while the remainder is influenced by other factors such as occupation, education, business experience, and economic conditions. Based on these results, it can be concluded that the role of BUMDes has a positive and significant effect on increasing community income in Bangun Sari Village, although its influence remains in the moderate category. Therefore, BUMDes needs to improve business innovation, expand its types of business, strengthen community participation, and enhance synergy with the village government so that economic benefits can be felt more evenly.

Keywords: Role of BUMDes; Community Income

INTRODUCTION

Village economic development is one of the main pillars in strengthening the foundation of the national economy. The Indonesian government has encouraged the establishment of Village-Owned Enterprises (BUMDes) as village economic institutions that function to manage local potential, improve community welfare, and create village self-reliance. Through the Village Law and various derivative policies, BUMDes are expected to become a driving force of the economy capable of creating employment opportunities, increasing community income, and strengthening village economic resilience.

Bangun Sari Village in Tanjung Morawa District, Deli Serdang Regency, is one of the villages with local economic potential in the agricultural, trade, and service sectors. The presence of BUMDes is expected to serve as a vehicle for optimizing this potential, strengthening the community's economic base, and increasing village income. However, the extent to which BUMDes is able to carry out this strategic role needs to be examined in depth in order to identify appropriate solutions for increasing its contribution to community welfare.

Although it has been established as a village economic institution running businesses such as a grocery wholesaler, a fishing pond, and a village-fund savings and loan service, BUMDes in Bangun Sari Village has not functioned optimally in exploring and managing local economic potential. Business development still focuses on certain sectors and has not been able to reach the full range of the village's potential, which is in fact quite diverse. This indicates that the BUMDes management strategy still needs improvement so that it can generate a broader economic impact.

In addition, community participation in BUMDes business activities remains low, whether as consumers, producers, or workers. This low level of involvement means that BUMDes has not yet fully become a shared asset of the community and has not been able to create significant added value for community welfare.

From a business perspective, BUMDes is still not sufficiently innovative in developing products and services. The lack of business diversification causes BUMDes's income sources to stagnate and prevents it from meeting the community's ever-growing economic needs. In addition, the managerial capacity of BUMDes managers remains limited, particularly in business planning, financial management, marketing, and long-term strategy development.

The use of technology and digitalization also remains very limited. BUMDes has not yet utilized digital platforms to expand market access, promote products, or manage business operations more effectively. This condition makes BUMDes's competitiveness low compared to other business actors.

Beyond these internal factors, a lack of coordination and support from the village government and external parties has further weakened BUMDes's performance. Support in the form of mentoring, coaching, and access to partnerships has not been optimal, causing BUMDes's development to proceed slowly.

In terms of outcomes, there has so far been no significant increase in community income as a result of BUMDes's economic activities. Low public awareness of the importance of BUMDes is also an obstacle to creating synergy in village economic development.

These various problems indicate that the role of BUMDes as a driving force of the village economy in Bangun Sari remains suboptimal. Therefore, a study on "The Role of Village-Owned Enterprises (BUMDes) in Increasing Community Income in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency" is important in order to determine the extent of BUMDes's contribution, the obstacles it faces, and the strategies that can be implemented to improve its performance in supporting community welfare.

METHODS

The research method used is the quantitative descriptive method, a research method that aims to describe, explain, and depict a phenomenon systematically using numerical (quantitative) data. This method is used to obtain an objective picture of the research variables based on measurement results or statistical calculations. According to Sugiyono (2021), quantitative descriptive research is research that serves to explain the condition of particular variables, symptoms, or circumstances using a numerical approach together with simple or complex statistical analysis. The data obtained are processed into information that describes the actual condition of the research object. Furthermore, according to Creswell (2020), the quantitative descriptive method is used to identify patterns, trends, or basic relationships between variables by processing numerical data, so as to produce valid and measurable conclusions.

In this study, the research subjects are members of the community who are users of BUMDes services, along with the management of BUMDes Bangun Sari. The research objects are the role of BUMDes (X) and community income (Y). The population consists of the entire community of Bangun Sari Village who interact with BUMDes, including BUMDes management, community members who use BUMDes services, and small business operators who benefit from BUMDes programs, totaling 350 BUMDes service users. Because the population exceeds 100, the author used the Slovin formula to determine the sample size, resulting in a sample of 78 respondents for this study. Questionnaires were distributed directly to the community of Bangun Sari Village. The sampling technique used was accidental sampling, in which respondents were selected

by chance—that is, whoever was encountered, provided they met the required data criteria.

DISCUSSION

Bangun Sari Village is one of the villages in Tanjung Morawa District, Deli Serdang Regency, North Sumatra Province. Based on the village history gathered from community leaders, the origin of Bangun Sari Village is linked to the period of Dutch colonization, which was later followed by the period of Japanese occupation. A significant event in the village's history occurred on 14 February 1945, when a dispute broke out between native fighters and Japanese soldiers. The dispute escalated into a large and unequal battle that caused many casualties on both the native fighters' and the Japanese side.

The respondent data used in this study consisted of the respondents' age, gender, and highest level of education. A total of 78 questionnaires were distributed, all of which were returned with none lost or damaged, and all questionnaires were used for data processing.

In conclusion, the age structure of the respondents can be classified as productive and mature, giving them considerable potential to support the village's economic development. The dominance of the 30–49 age group also indicates that the research results are fairly representative of an economically active community. The composition of respondents by gender shows a dominance of men, although women still make a fairly substantial contribution. This indicates that village economic activities, including those related to BUMDes, involve both gender groups, even though the balance is not yet complete. The educational structure of the respondents is fairly diverse but is more heavily concentrated at the secondary education level. This can influence their mindset, business management ability, and capacity to take advantage of economic opportunities, including in supporting the success of programs such as BUMDes in the village.

In this study, validity and reliability testing was carried out using the item-analysis method, namely by correlating the score of each item with the total score, which is the sum of all item scores. A total of 10 questions were tested for each variable. The Cronbach's Alpha if Item Deleted values for the Role of BUMDes variable ranged from 0.742 to 0.773. Because deleting an item did not significantly increase reliability, no items needed to be removed. The tenth item of the Role of BUMDes variable appeared to be the strongest, since it had the highest item-total correlation and the lowest alpha-if-deleted value, at 0.742, meaning that this item contributed greatly to the reliability of the scale. In conclusion, the Role of BUMDes instrument has good internal consistency, and all statement items can be used in further analysis. The Cronbach's Alpha if Item Deleted values for the Community Income variable ranged from 0.771 to 0.805. No items needed to be removed, since deleting an item did not meaningfully increase reliability. The



seventh item of the he highest item-total correlation and the lowest alpha-if-deleted value, at 0.771. In conclusion, the Community Income instrument has good internal consistency, so all statement items can be used in further analysis. Meanwhile, the Community Income (Y) variable, which likewise consists of 10 questions, has an overall Cronbach's Alpha value of 0.808. This value falls into the good category, indicating that the instrument has a high level of consistency and is highly reliable. In conclusion, both research variables—the Role of BUMDes (X) and Community Income (Y)—have met the reliability criteria. All questionnaire items used in this study are therefore valid and consistent for measuring the variables under study, and can be used in further analysis.

CONCLUSION

Based on the results of the research, obtained by processing the questionnaire data and applying several statistical tests, the following conclusions can be drawn. The role of BUMDes is good and significant BUMDes is considered to play an important role in improving the village economy, creating employment opportunities, managing local potential, and increasing Village Original Income (PADes). In addition, the management of BUMDes is also considered to be fairly transparent, accountable, and inclusive of the community. Community income shows a fairly good but not yet optimal condition. The majority of respondents experienced an increase in income, had a fairly stable source of income, and were able to meet their basic needs. However, some members of the community still experience difficulty meeting their living needs, indicating that the increase in income has not yet been fully evenly distributed. The role of BUMDes has a positive and significant effect on community income The regression analysis results show that the role-of-BUMDes variable has a positive effect on community income, with a coefficient value of 0.592. The t-test likewise shows that this effect is significant ($t\text{-count} > t\text{-table}$). The magnitude of BUMDes's influence falls into the moderate category A coefficient of determination (R^2) of 34.5% shows that the role of BUMDes is able to explain part of the variation in community income, while the remainder is influenced by other factors such as occupation, education, and economic conditions. BUMDes's business innovation still needs to be improved. Although BUMDes's overall performance is already good, the business-innovation aspect remains the lowest among the indicators measured, making it a priority area for future development.

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CONCLUSION

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