

ABSTRAK

Skripsi dengan judul “**Strategi Dinas Pemberdayaan Masyarakat Dan Desa Kabupaten Tulungagung Dalam Pengembangan Unit Usaha Milik Bumdes Berdasarkan Potensi Desa Di Kabupaten Tulungagung**” ini ditulis oleh Tia Agustin, NIM 12402193240, Jurusan Ekonomi, Prodi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Jusuf Bachtiar S.S.,M.Pd.

Latar belakang penelitian ini adalah beberapa BUMDes di Kabupaten Tulungagung ada beberapa yang unit usahanya tidak berjalan lancar di mana terlihat bahwa belum tergalinya sumber-sumber potensi desa. Dinas Pemberdayaan Masyarakat dan Desa Kabupaten Tulungagung sebagai pendukung pemerintah desa sangat penting untuk mendorong desa mencapai tujuan yang diinginkan, Dinas PMD harus tetap berusaha untuk tetap memberikan pembinaan dan evaluasi terhadap kegiatan pengembangan unit usaha milik BUMDes.

Fokus penelitian ini adalah (1) Bagaimana Dinas PMD mengangkat potensi desa sehingga dapat mempengaruhi perkembangan BUMDes?, (2) Apa saja kendala dan solusi yang dihadapi Dinas PMD dalam upaya pengembangan unit usaha BUMDes. Tujuan dalam penelitian ini adalah untuk mengetahui bagaimana peran dan strategi terbaik dari Dinas Pemberdayaan Masyarakat dan Desa dalam hal pengembangan unit usaha yang dimiliki BUMDes agar unit usahanya berjalan lancar melalui identifikasi potensi yang ada, serta mengidentifikasi apa saja kendala yang dihadapi dan solusi Dinas PMD dalam upaya pengembangan unit usaha milik BUMDes.

Metode penelitian ini menggunakan penelitian kualitatif deskriptif. Teknik pengumpulan data yaitu observasi, wawancara, dan dokumentasi. Sedangkan teknik analisis penelitian menggunakan paparan data, penyajian data, kesimpulan. Sumber data pada penelitian ini adalah data primer dan data sekunder. Informan dalam penelitian ini yaitu ketua bidang PUED (Pemberdayaan Usaha Ekonomi Desa).

Hasil penelitian menunjukkan bahwa DPMD memiliki peran yang sangat penting dalam mengangkat potensi desa sehingga dapat mempengaruhi perkembangan BUMDesa. Kendala dan Solusi Dinas PMD dalam upaya pengembangan BUMDesa yaitu (1) Keterbatasan sumber daya atau anggaran, (2) Kurangnya Kesadaran dan Partisipasi Masyarakat, (3) Keterampilan dan Pengetahuan Terbatas. Solusi dalam hal tersebut dapat dilakukan melalui identifikasi potensi desa, perencanaan dan strategi pembangunan, kegiatan pemberdayaan masyarakat, pelatihan dan kapasitas pengurus BUMDesa.

Kata Kunci : Strategi, Pengembangan, Potensi Desa, BUMDesa

ABSTRACT

The thesis with the title "Strategy of the Tulungagung Regency Community and Village Empowerment Service in Developing Bumdes-Owned Business Units Based on Village Potential in Tulungagung Regency" was written by Tia Agustin, NIM 12402193240, Department of Economics, Sharia Economics Study Program, Faculty of Islamic Economics and Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung, Supervisor of Jusuf Bachtiar S.S., M.Pd.

The background to this research is the fact that several BUMDes in Tulungagung Regency had some of their business units not running smoothly, where it was seen that potential village resources had not been explored. The Tulungagung Regency Community and Village Empowerment Service as a supporter of the village government is very important in encouraging villages to achieve the desired goals. The PMD Service must continue to strive to continue providing guidance and evaluation of BUMDes business unit development activities.

The focus of this research is (1) How does the PMD Service raise village potential so that it can influence the development of BUMDes?, (2) What are the obstacles and solutions faced by the PMD Service in its efforts to develop BUMDes business units. The aim of this research is to find out the best role and strategy of the Community and Village Empowerment Service in terms of developing business units owned by BUMDes so that the business units run smoothly through identifying existing potential, as well as identifying what obstacles are faced and the PMD Service's solutions in their efforts. development of BUMDes business units.

This research method uses descriptive qualitative research. Data collection techniques are observation, interviews and documentation. Meanwhile, research analysis techniques use data exposure, data presentation, conclusions. The data sources in this research are primary data and secondary data. The informant in this research is the head of the PUEE (Village Economic Enterprise Empowerment) division.

The research results show that DPMD has a very important role in raising village potential so that it can influence the development of BUMDesa. Obstacles and Solutions for the PMD Service in efforts to develop BUMDesa are (1) Limited resources or budget, (2) Lack of Community Awareness and Participation, (3) Limited Skills and Knowledge. The solution to this can be done through identifying village potential, planning and development strategies, community empowerment activities, training and capacitation of BUMDesa administrators.

Keywords : *Strategy, Development, Village Potential, BUMDesa*