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## OPTIMIZING THE ROLE OF BUMDES THROUGH THE UTILIZATION OF HERBAL CHILI PRODUCTION POTENTIAL IN PEKANDANGAN TENGAH VILLAGE, BLUTO DISTRICT, SUMENEP REGENCY

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### Abstract

Pekandangan Tengah Village, Bluto subdistrict, Sumenep Regency is a village that produces herbal chilies which have a very high selling value. The price per kilogram of herbal chilies is IDR. 75,000,-. Average production per household is 30 to 1,000 kg depending on the area of land owned. However, buyers of herbal chilies produced by the people of Central Pekandangan village are made by middlemen or agents. The existence of BUMDes Bina Sejahtera does not play a role as an agent or intermediary even though it can be implemented through the BUMDes supervisor himself, namely the village head.

This study aims to see or measure the financial performance of BUMDes Bina Sejahtera in Pekandangan Tengah village, Bluto sub-district, Sumenep district, which is expected to be able to improve village welfare through contributions to village original income obtained from BUMDes contributions. This research is a qualitative and quantitative descriptive study by looking at the economic potential of the village and the performance of BUMDes through the ROE (return on equity) ratio. Samples were taken from herbal chili farmers as many as 10 people by purposive sampling and 1 BUMDes. The results of this study indicate that the income of herbal chili farmers is quite good but their sales are through middlemen or agents, while the performance of BUMDes with ROE benchmarks below 2% per year has not contributed to the village's original income (PADes).

**Keywords:** Optimization, BUMDes, Herbal Chili

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## INTRODUCTION

Problems in the implementation of BUMDes include: (a) lack of community participation in managing BUMDes; (b) the village government does not optimally empower the community to develop BUMDes; and (c) BUMDes is not running<sup>1</sup>. Apart from that, there is still a lack of adequate Human Resources (HR) in managing BUMDes, BUMDes has not been able to carry out its functions optimally, only one area is still running, and there is a lack of public awareness in developing other business areas. So, in the current era of modernization, a strategy is needed to realize village independence and eradicate problems or obstacles to the implementation of BUMDes through innovations to improve the welfare and economy of rural communities by developing BUMDes innovations.

A village is a legal community unit that has territorial boundaries, which has the authority to regulate and manage government affairs, the interests of local communities based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia (NKRI).

Villages are obliged to carry out development, both physical development and human resource development, as an effort to improve the quality of life and life for the greatest welfare of village communities. Villages have an important role in national development efforts because the Indonesian population tends to live in rural areas, so this has a significant influence in efforts to create national stability<sup>2</sup>. Apart from that, the position of villages is considered strategic in the development of the country because villages are the basis for identifying community problems and planning and realizing state goals at the village level<sup>3</sup>.

One effort that can be made is to encourage village economic movement through village entrepreneurship, where village entrepreneurship becomes a strategy for developing and growing prosperity<sup>4</sup>. This village entrepreneurship can be accommodated in Village-Owned Enterprises (BUMDes) which are developed by the government and

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<sup>1</sup> Eka Yulyana, M Si, and M Ap, 'Efektivitas Pengelolaan Badan Usaha Milik Desa ( Bum Desa ) Berbasis Ekonomi Kerakyatan Di Desa Warungbambu Kecamatan Karawang', 1.2 (2016), 31–42.

<sup>2</sup> Sa'adullah, *Pentingnya Media Audio Visual*, 2016 <<https://mediahukumindonesia.wordpress.com/2016/06/27/pentingnya-media-audio-visual-dalam-pengembangan-kawasan-perdesaan-agropolitan/>>.

<sup>3</sup> Fajar Sidik and Universitas Negeri Yogyakarta, 'Menggali-Potensi-Lokal-Mewujudkan-Kemandirian-Desa Menggali Potensi Lokal Mewujudkan Kemandirian Desa Fajar Sidik', November 2015, 2022.

<sup>4</sup> Bahareh Ansari and others, 'Sustainable Entrepreneurship in Rural Areas', *Research Journal of Environmental and Earth Sciences*, 5.1 (2013), 26–31 <<https://doi.org/10.19026/rjees.5.5635>>.

village communities<sup>5</sup>. BUMDes is a business entity whose capital is wholly or largely owned by the village through direct participation originating from separated village assets to manage assets, services, and other businesses for the greatest welfare of village communities<sup>6</sup>. This is increasingly supported by the government with the issuance of Government Regulations Number 47 of 2015 which states that villages have the authority to regulate resources and direction of development. This opens opportunities for villages to be autonomous in managing both their governance and economic resources.

BUMDes, which is a business and revenue generating unit for the Village, must have distinctive characteristics and competitive advantages to make a significant contribution to improving the welfare of village communities. In the resource based view theory, competitive advantage is determined by social capital, human capital and financial capital<sup>7</sup>. Social capital is related to relationships between people within the organization (internal social capital) and between the organization and external parties (social capital). According to the World Bank (1998), social capital is "a society includes the institutions, the relationships, the attitudes and values that govern interactions among people and contribute to economic and social development". In social capital, there is a need for "shared values" as well as the organization of roles (rules) expressed in personal relationships, trust and a common sense of shared responsibility, so that society becomes more than just a mere collection of individuals.

Central Pakandangan Village is one of 20 villages in Bluto sub-district, Sumenep district, Madura. The area of 2.37 km<sup>2</sup> is rain-fed dry land with a height of 187-375 meters above sea level and is the highest village in Bluto sub-district. Based on 2020 BPS data, the population of Central Pakandangan village is 1,761 people. One of the potentials of Central Pakandangan village is herbal chilies and corn. For Jamu Chili or Javanese Chili (piper retrofractum) it is very suitable for its high land topography with gravelly soil.

The aim of this research is to determine the extent of the financial performance of BUMDes in Pekandangan Tengah village, Bluto subdistrict, Sumenep district over the last 5 years as measured by the ability to earn net profit through the ROE (Return on Equity) indicator.

### **The Role of BUMDes**

Village communities have unique characteristics as a community. One of the distinctive characteristics of village communities is their collective way of life. Durkheim described the characteristics of village society as having mechanical solidarity.

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<sup>5</sup> Prabowo et.al., 'Peranan Badan Usaha Milik Desa (Bumdes) Pada Kesejahteraan Masyarakat Pedesaan Studi Pada Bumdes Di Gunung Kidul, Yogyakarta', *Modus*, 28.2 (2016), 155 <<https://doi.org/10.24002/modus.v28i2.848>>.

<sup>6</sup> Pemerintah Republik Indonesia, *Undang Undang Nomor 23 Tahun 2014 Tentang Pemerintahan Daerah, Kesekretariatan Negara*, 2014, pp. 1-460 <<https://peraturan.bpk.go.id/Details/38685/uu-no-23-tahun-2014>>.

<sup>7</sup> Alfredo De Massis and others, 'Product Innovation in Family versus Nonfamily Firms: An Exploratory Analysis', *Journal of Small Business Management*, 53.1 (2015), 1-36 <<https://doi.org/10.1111/jsbm.12068>>.

Meanwhile,<sup>8</sup> states that one of the characteristics of village communities is *Gemeinschaft*, namely a life that is still complete, characterized by cooperation. The collective life of village communities has traditions: First, solidarity, cooperation, self-help, and cooperation without recognizing the boundaries of kinship, ethnicity, religion, sect, and the like are the traditional roots of the village's social capital base. Second, community interests are regulated and managed through village power and government which contains authority and accountability. Third, the local economy which protects and distributes basic community services is carried out by the village<sup>9</sup>.

This village tradition is one of the fundamental ideas in establishing BUMDes, so that in its implementation there are several prerequisites, namely: First, BUMDes requires social capital in the form of cooperation, solidarity, trust, and the like. Second, the development of village economic businesses is carried out by BUMDes through village deliberations which have the position of the highest forum. Third, BUMDes is a village economic enterprise that contains elements of economic business and social business which are run collectively by the village government and village community. Fourth, activities in the economic sector and/or public services managed by villages and/or inter-village collaboration are all accommodated by BUMDes as stated in the Village Law. Fifth, BUMDes functions as a learning arena for village residents in improving managerial capacity, entrepreneurship, good village governance, leadership, trust and collective action. Sixth, programs initiated by the government (government projects) become "village owned" transformed by BUMDes<sup>10</sup>.

## RESEARCH METHODS

This type of research is qualitative and quantitative research.<sup>11</sup> defines qualitative research as research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivation, actions, etc. holistically and in a descriptive manner in the form of words and language, in a special context. natural and by utilizing various natural methods. This research was carried out at Bumdes Bina Sejahtera in Pekandangan Tengah village, Bluto subdistrict, Sumenep district, Madura. This research study is descriptive qualitative in nature. Bumdes Bina Sejahtera in Pekandangan Tengah village, Bluto sub-district, Sumenep district, Madura. This research uses primary and secondary data through observation, interviews, and literature study techniques. The data was then analyzed using a "deontological phenomenology" approach which aims to reveal the phenomena that occurred by

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<sup>8</sup> Benny Ferdianto, 'Eksistensi Badan Usaha Milik Desa Terhadap Peningkatan Pendapatan Asli Desa Di Tiyuh Candra Kencana Kecamatan Tulang Bawang Barat', 2016, 68 <[http://digilib.unila.ac.id/21324/3/SKRIPSI\\_TANPA\\_BAB\\_PEMBAHASAN.pdf](http://digilib.unila.ac.id/21324/3/SKRIPSI_TANPA_BAB_PEMBAHASAN.pdf)>.

<sup>9</sup> Putra, "'Peranan Bumdes Dalam Pembangunan Dan Pemberdayaan Masyarakat Di Desa Pejambon Kecamatan ...', *Jurnal Dialektika Volume, XI*.March 2016 (2017), 86–100.

<sup>10</sup> Putra.

<sup>11</sup> Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: PT Remaja Rosdakarya, 2018).

including alturalism values to analyze the event<sup>12</sup>.

The informants in this research were the Bumdes manager and the village head of Pekandangan Tengah.

## RESULTS AND DISCUSSION

Pekandangan Tengah Village, Bluto subdistrict, Sumenep district, with an area of 2.37 km<sup>2</sup> is entirely dry land with a population of 1,933 people (2022 data). Most of the population's livelihood is herbal chili farmers (784 people or 40.94%).

### Herbal Chili Farmers

Most of the residents of Pekandangan Tengah village work as herbal chili farmers (784 people or 40.94%) out of a total population of 1,933 people. Herbal chili is a type of spice that is closely related to pepper and cube. This plant, with the Latin name *Piper retrofractum*, belongs to the betel family or Piperaceae. Javanese chili plants grow vines, climb, twine, creep like betel plants.

The following is data on 10 herbal chili farmers in Pekandangan Tengah village with different planting areas, production quantities and selling prices, which can be seen in table 1.1. below this.

**Table 1.1. Production and sales of herbal chilies**

No.	Farmer's Name	Land Area	Amount of Production	Selling Price per Kg	Total Salles
1.	Nawari	5.000 m <sup>2</sup> (0,5 Ha)	100 kg	Rp. 74.000,-	Rp. 7.400.000,-
2.	Musirah	900 m <sup>2</sup> (0,09 Ha)	30 kg	Rp. 75.000,-	Rp. 2.250.000,-
3.	Asri	900 m <sup>2</sup> (0,09 Ha)	30 kg	Rp. 75.000,-	Rp. 2.250.000,-
4.	Sanu'din	10.000 m <sup>2</sup> (1 Ha)	1.000 kg	Rp. 75.000,-	Rp.75.000.000,-
5.	Sucipto	5.000 m <sup>2</sup> (0,5 Ha)	100 kg	Rp. 74.000,-	Rp. 7.400.000,-

<sup>12</sup> Ansari and others.

6.	Halik	2.500 m <sup>2</sup> (0,25 Ha)	100 kg	Rp. 73.000,-	Rp. 7.300.000,-
7.	Imran Rasyidi	4.394 m <sup>2</sup> (0,4394 Ha)	1.000 kg	Rp. 75.000,-	Rp.75.000.000,-
8.	Feri	3.935 m <sup>2</sup> (0,3935 Ha)	300 kg	Rp. 75.000,-	Rp.22.500.000,-
9.	Yulianto	2.000 m <sup>2</sup> (0,2000 Ha)	200 kg	Rp. 75.000,-	Rp.15.000.000,-
10.	Krisdiantoro	3.000 m <sup>2</sup> (0,3000 Ha)	500 kg	Rp. 75.000,-	Rp.37.500.000,-

Source: Primary Data (processed)

From table 1.1. The land area owned by chili herbal farmers in Pekandangan Tengah village, Bluto subdistrict, Sumenep district varies greatly from 900m<sup>2</sup> to 10,000 m<sup>2</sup>, the resulting production ranges from 30 kg to 1,000 kg (tons). The purchase price from agents or middlemen is almost evenly distributed, namely Rp. 73,000 to 75,000. The income of herbal chili farmers is very good per head of family every time the herbal chili harvest is around Rp. 2,250,000 to 75,000,000 depending on the area of land owned and slow production. The potential of herbal chili plants in Pekandangan Tengah village, Bluto sub-district, Sumenep Regency needs to be maintained and even needs to be increased by expanding the herbal chili land (extensification) or increasing the production of each herbal chili plant (intensification) by providing sufficient fertilizer and water, so that the plants can grow well and produces maximum herbal chilies.

The net income of herbal chili farmers in Pekandangan Tengah village, Bluto subdistrict, Sumenep district can be seen in table 1.2. below this.

**Table 1.2. Sales Results, Production Costs And Net Income**

No.	Farmer's Name	Total Sales	Fertilizer Costs	Net Income
1.	Nawari	Rp. 7.400.000,-	Rp. 500.000,-	Rp. 6.900.000,-
2.	Musirah	Rp. 2.250.000,-	Rp. 200.000,-	Rp. 2.050.000,-
3.	Asri	Rp. 2.250.000,-	Rp. 200.000,-	Rp. 2.050.000,-
4.	Sanu'din	Rp. 75.000.000,-	Rp. 7.500.000,-	Rp. 67.500.000,-
5.	Sucipto	Rp. 7.400.000,-	Rp. 500.000,-	Rp. 6.900.000,-
6.	Halik	Rp. 7.300.000,-	Rp. 500.000,-	Rp. 6.800.000,-

7	Imran Rasyidi	Rp. 75.000.000,-	Rp. 7.500.000,-	Rp. 67.500.000,-
8.	Feri	Rp. 22.500.000,-	Rp. 5.000.000,-	Rp. 17.500.000,-
9.	Yulianto	Rp. 15.000.000,-	Rp. 2.000.000,-	Rp. 13.000.000,-
10.	Krisdiantoro	Rp. 37.500.000,-	Rp. 5.500.000,-	Rp. 32.000.000,-

Source: Primary Data (processed)

From table 1.2. The herbal chili plants in Pekandangan Tengah village, Bluto subdistrict, Sumenep district are very promising for the welfare of farmers. The role of government and village officials as well as agencies related to herbal chili farmers in Sumenep district is very much needed for the sustainability of herbal chili plant production, both through training and counseling regarding herbal chili plants in the future.

Some of the obstacles faced by herbal chili farmers in Pekandangan Tengah village, Bluto sub-district, Sumenep district include, firstly, the availability of water to water the plants in the dry season is difficult to obtain so that the production of herbal chilies has decreased, secondly, during this time the sales of herbal chilies by farmers to middlemen or agents or shops In the village itself, there is no container or institution that can accommodate all the herbal chili production produced by farmers. Third, there is no guidance provided by the relevant agencies to herbal chili farmers. Fertilizer, which is the main means for increasing the production of herbal chilies, is difficult to obtain and is expensive.

BUMDes Bina Sejahtera in Muncar hamlet, Pekandangan Tengah village, Bluto sub-district, Sumenep district was established in 2018 with initial capital of IDR. 15,000,000,- which comes from the Village Fund. The number of employees is 3 people. The business that has been started is the sale of LPG gas (3 Kg) in collaboration with agents with a purchase price of Rp. 16,000,- per gas cylinder and sold at a selling price of Rp. 17,000. The number of sales of LPG gas cylinders per week is 20 to 25 gas cylinders.

Below are presented the results of sales of LPG gas cylinders (3 kg) during the period 2018 to 2022 in table 1.3. below this.

**Table 1.3. Sales of LPG gas cylinders.**

No.	Year	Total Sales
1.	2018	Rp. 17.680.000,-
2.	2019	Rp. 23.500.000,-
3.	2020	Rp. 22.650.000,-
4.	2021	Rp. 20.332.000,-

5. 2022 Rp. 22.100.000,-

Data source: Primary processed

So far, BUMDes Bina Sejahtera obtains a price from agents of IDR 16,000 per gas cylinder and sells it to consumers for IDR. 17,500,- per gas cylinder. From table 1.3. sales of gas cylinders for 5 years from 2018 to 2022 can be calculated as profit or net profit per year or per month.

**Table 1.4. Net profit per year or per month**

No.	Year	Total Sales	Profit Margin (1-16.000/17.500)	Net Profit per Year	Net Profit per month
1.	2018	Rp. 17.680.000,-	0,0857	Rp. 1.515.176,-	Rp. 126.285,-
2.	2019	Rp. 23.500.000,-	0,0857	Rp. 2.013.950,-	Rp. 167.830,-
3.	2020	Rp. 22.650.000,-	0,0857	Rp. 1.941.105,-	Rp. 161.760,-
4.	2021	Rp. 20.332.000,-	0,0857	Rp. 1.742.452,-	Rp. 145.205,-
5.	2022	Rp. 22.100.000,-	0,0857	Rp. 1.893.970,-	Rp. 157.830,-

The financial performance of BUMDes Bina Sejahtera is through the Profitability indicator, namely the ability to generate profits with an initial capital amount of Rp. 15,000,000,- can be seen in table 1.5. below this

**Tabel 1.5. ROE (Return on Equity)**

No.	Year	Net Profit per month	Initial Capital	ROE (%)
1.	2018	Rp. 126.285,-	Rp. 15.000.000,-	0,8419
2.	2019	Rp. 167.830,-	Rp. 15.000.000,-	1,1189
3.	2020	Rp. 161.760,-	Rp. 15.000.000,-	1,0784



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4.	2021	Rp. 145.205,-	Rp. 15.000.000,-	0,9680
5.	2022	Rp. 157.830,-	Rp. 15.000.000,-	1,0522

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Based on the calculations in table 1.4. and table 1.5. The monthly net profit obtained by BUMDes Bina Sejahtera is around Rp. 120,000 to Rp. 170,000,-. With the amount of net income obtained per month, it can be ascertained that the development of BUMDes has not been maximized because the profits obtained do not include honorariums for 3 employees and other costs. So capital accumulation and business expansion do not develop well. Judging from the financial performance indicators through ROE, the ability to generate net profit is very low, below an average of 10%.

## CONCLUSIONS

From research conducted on BUMDes Bina Sejahtera using the ROE (Return on Equity) profitability ratio, the ability of BUMDes to generate profits is very small, so it is possible that the BUMDes managers will not be able to improve the prosperity of the BUMDes managers, let alone the surrounding community, which can be seen from the contribution to PAD being almost non-existent. Compared with research at other BUMDes, research at BUMDes Bina Sejahtera is the benchmark for the ability to earn Profit (ROE).

The existence of BUMDes Bina Sejahtera in Muncar hamlet, Pekandangan Tengah village, Bluto subdistrict, Sumenep district has not been able to contribute to Village Original Income because the net profit obtained is used up for BUMDes operational costs, even though annual sales are quite large. BUMDes development can be carried out by diversifying the business, namely utilizing the potential results of the herbal chili village by becoming an agent for the herbal chili production produced by farmers which has so far fallen into the hands of middlemen or other agents. BUMDes business development can also be done by increasing the number of gas cylinders which are currently very limited while consumer demand is quite large both in the village environment and surrounding villages. Additional capital from the Village Fund needs to be increased because for the past 5 years there has been no additional capital so that business development is experiencing difficulties. With village funds of almost 1 billion, we can think about setting aside village funds for the development of BUMDes in the future.

Opening cooperation with herbal chili factory producers so that marketing can be done directly to the manufacturer without going through other large agents so that prices for farmers can increase because they are sold directly to the manufacturer. BUMDes need to create storage warehouses both for gas cylinders that need to be added and to accommodate the sales proceeds from farmers so that they are not damaged and are preserved. It is necessary to form a group of chili herbal farmers to share with each other about production, marketing, and capital issues.

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