



GOVERNMENT STRATEGY IN EFFORTS TO GENERATE VILLAGE ORIGINAL INCOME (STUDY OF : SEMANGUS BARU VILLAGE

Rismaya Sari¹, Kun Budianto², Siti Anisyah³

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Islam Negeri Raden Fatah Palembang

Email : rismayasari110620@gmail.com , kunbudianto_uin@radenfatah.ac.id ,
sitianisyah_uin@radenfatah.ac.id

Abstract (English)

This study aims to analyze the strategies employed by the village government to enhance Village Original Income (PADes) in Semangus Baru Village. Village Original Income plays a crucial role in supporting sustainable village development and improving the welfare of the local community. This research uses a qualitative descriptive method with data collection techniques including interviews, observations, and documentation. The results of the study indicate that the Semangus Baru Village government implements several key strategies, namely optimizing the management of local natural resource potential, developing Village-Owned Enterprises (BUMDes), increasing community participation in development programs, and ensuring transparent and accountable financial management. However, some challenges are encountered, such as the limited availability of competent human resources, lack of market access, and insufficient initial funding to support village enterprise development. The strategies implemented have shown relatively positive results in increasing PADes, although more targeted efforts are needed to address the existing obstacles. This study recommends that the village government improve the capacity of village officials through training, expand partnership networks, and utilize digital technology as a means to support marketing and the management of village enterprises.

Article History

Submitted: 15 Januari 2025

Accepted: 21 Januari 2025

Published: 22 Januari 2025

Key Words

Village Original Income,
Government Strategies,
Village Development,
Semangus Baru Village

PENDAHULUAN

Based on Law No. 25 of 2004 concerning the National Development Planning System and Law No. 32 of 2004 on Regional Government, which replaced Law No. 22 of 1999, as well as Law No. 6 of 2014 on Villages, a village (or other equivalent terms used) is defined as a legal community unit with territorial boundaries that has the authority to regulate and manage the interests of the local community. This is based on origins and customs that are recognized and integrated into the national government system under the Regency/City, as stipulated in the 1945 Constitution.

As the smallest unit of government, villages play a crucial role in Indonesia's governmental system. Based on this principle, villages are authorized to manage their community's interests in accordance with their origins and local customs. Therefore, villages are required to have well-prepared, transparent, participatory, and democratic development planning. One such form of planning includes the Village Medium-Term Development Plan (RPJMDes) and the Village Development Work Plan (RKPDDes).

RPJMDes is a strategic document for village development over a six-year period that includes the vision, mission, and work program of the elected Village Head. This document outlines development strategies, general policies, priority programs, and directions for village financial policies. RPJMDes also serves as a reference in formulating development plans at the Regency level. When properly implemented, RPJMDes will result in planning aligned with good governance principles, such as participation, transparency, and accountability. The preparation of RPJMDes aims to measure the performance of village officials based on



established targets. This document serves as a guideline for drafting the RKPDes, Village Budget (APBDes), and the Village Head's accountability report. RPJMDes includes policies, programs, and activities to be carried out with funding from the APBDes or other funding sources. This research focuses on government strategies to increase Village Original Revenue (PAD) in Semangus Baru Village, Muara Lakitan Subdistrict, Musi R

The village's economic potential has awas Regency. This study is significant for several reasons, including: not been fully optimized, either through business diversification or product and service innovation.

1. Government policies, both local and central, are not entirely relevant to village conditions.
3. Limited natural and human resources, including education and skill levels, hinder economic enterprise management in the village.
4. Low community participation in village government programs.
5. Capital and investment constraints that obstruct business development in the village.

The Village-Owned Enterprise (BUMDes) is an economic institution established and managed by the village to increase PAD and community welfare. BUMDes functions as the economic driver of the village, aiming to enhance economic independence, create job opportunities, and empower the community. BUMDes in Semangus Baru Village manages several businesses, such as providing fertilizers, agricultural tools, and oil palm seedlings, as well as supporting Pamsimas programs and local markets. These programs aim to optimize local resources to increase the village's income and community welfare.

Under the leadership of Mr. Panderhof, SE (2019–2024), PAD management in Semangus Baru Village has shown positive results, including reduced unemployment rates and increased skills, as well as access to capital and technology. However, challenges such as resource limitations, infrastructure issues, and capital constraints remain obstacles. This research adopts an Islamic development perspective, emphasizing principles of justice, hard work, and social responsibility as taught in the Qur'an and hadith. These values serve as a foundation for creating a prosperous and sustainable community. The research title is "Government Strategies to Increase Village Original Revenue: A Case Study of the Semangus Baru Village Government," aiming to understand and analyze village development strategies through BUMDes management to enhance PAD.

RESEARCH METHODS

The research methodology includes a theoretical framework and various techniques used to collect and analyze data, with the primary goal of finding solutions to existing problems. This study employs a qualitative approach, which, according to Jary and Jary (1991), allows researchers to rely on interviews or empathetic observations to gather data relevant to the research problem (Roikan, 2019). In this case, the type of research applied is descriptive qualitative. Descriptive qualitative research aims to describe and interpret the studied phenomena systematically and structurally using techniques such as writing, coding, and thematic analysis (Roikan, 2019). The research focuses on government strategies to increase Village Original Revenue (PAD) in Semangus Baru Village, Muara Lakitan Subdistrict, Musi Rawas Regency, by presenting problems based on relevant facts, theories, and concepts.

This study uses two types of data: primary and secondary data. Primary data is directly obtained through interviews with informants, providing key information relevant to the research topic. Secondary data, on the other hand, is obtained from various other sources such as journals, articles, books, theses, dissertations, and internet sources that support the research



information. Secondary data serves to complement and strengthen primary data in describing strategies to increase Village Original Revenue in Semangus Baru Village.

To collect data, this study employs several techniques, namely interviews and documentation. Interviews are conducted using open-ended and in-depth questions, allowing informants to freely explain information in their own words. This method facilitates open discussions and provides a clearer understanding. Additionally, the documentation technique is used to collect data in the form of photos, archives, images, and other documents relevant to the research topic. These two techniques complement each other, offering a comprehensive picture of the phenomenon under study.

Overall, this research methodology is designed to provide an in-depth and comprehensive description of the phenomena occurring in Semangus Baru Village, focusing on increasing Village Original Revenue through existing government strategies.

HASIL DAN PEMBAHASAN

This section discusses the strategies employed by the government of Semangus Baru Village to increase Village Original Revenue (PAD), based on field observations, interviews, and documentation. The research subjects include the Village Head, BUMDes Commissioner, BUMDes Director, and the community of Semangus Baru Village. BUMDes Makmur SB, established in 2019 under Village Regulation, serves as the primary instrument for increasing PAD. The goals of BUMDes include reducing unemployment, creating business opportunities, providing investment space for the community, and contributing to PAD.

The profit-sharing mechanism of BUMDes has been regulated as follows: 20% for the Village Budget (APBDes), 25% for BUMDes business development, and the remaining portion allocated for reserve funds, management, education, and social activities. Based on interviews and observations, the village government's strategies aim to foster economic independence within the community, reducing reliance on central government transfers and enabling self-generated income.

Government Strategies to Increase PAD

1. Planning

Planning involves the formulation of village development plans by involving various stakeholders, including the government, community, and key partners. In Semangus Baru Village, strategic planning focuses on optimizing local resources to improve community welfare. Some key programs include:

- PAMSIMAS (Community-Based Drinking Water and Sanitation Program):

This program aims to provide access to clean water and proper sanitation by building infrastructure such as bore wells and water reservoirs. The community is also trained to manage these facilities for program sustainability.

- Traditional Market Management:

The village market is reorganized to enhance comfort and economic activities. Digitalization of the market has been introduced to expand the marketing reach of local produce, such as palm oil.

- Agribusiness Support:

BUMDes provides superior palm oil seedlings and high-quality fertilizers at affordable prices while educating farmers on better agricultural techniques. These three programs synergistically contribute to sustainable village development, increase farmers' incomes, and expand employment opportunities.

2. Implementation



The implementation of strategies involves managing village resources transparently and accountably, in accordance with Law No. 6 of 2014 on Villages. In this regard, BUMDes Makmur SB acts as the main instrument to manage local potential, such as:

- Business units in agribusiness and services, including the provision of superior seedlings and fertilizers.
- Management of village assets, such as the village store and traditional market. Profits from business units are distributed to support village development. The implementation process also involves the community, village government, and other strategic partners.

3. Supervision

Supervision is a crucial step to ensure PAD management aligns with plans and objectives. The village government conducts periodic evaluations through meetings with BUMDes management. Supervision mechanisms include:

- Monitoring the operations of business units, such as fertilizer stores and the market.
- Evaluating financial reports to ensure transparency.
- Repairing program infrastructure, such as PAMSIMAS, in case of damage.

Evaluation results indicate that although BUMDes management generally operates well, challenges remain, such as delays in fertilizer supply from distributors and damaged infrastructure. Efforts to address these issues include strengthening cooperation with distributors and allocating funds for repairs.

Interview Results

1. Village Head

The Village Head emphasized the importance of focusing on local potential, particularly in the agricultural sector. Programs such as farmer training, agricultural technology enhancement, and improved market access have been strengthened to support productivity and increase Village Original Revenue (PAD).

2. BUMDes Director

The BUMDes Director highlighted the role of BUMDes in creating employment opportunities through business units based on local potential. However, challenges such as limited capital and the lack of skilled human resources are addressed through community training and collaboration with third parties.

3. Community

The community acknowledged the role of BUMDes in providing easy access to seedlings, fertilizers, and farming tools. However, they noted that the management of agricultural product marketing needs improvement to ensure that agricultural products achieve higher market value.

CONCLUSION

The conclusion of this study indicates that the strategies implemented by the government of Semangus Baru Village through the role of BUMDes Makmur SB have had a positive impact on increasing Village Original Revenue (PAD) and the overall village economy. The village government successfully optimized local potential, particularly in the agricultural sector, by conducting farmer training programs, strengthening agricultural technology, and improving market access. These steps significantly support community productivity and contribute to increasing PAD.

BUMDes Makmur SB plays a crucial role as the main driver of the village economy. Various business units managed, such as the provision of superior seeds, fertilizers, and



management of the village market, have created job opportunities and increased community income. Additionally, the training programs conducted by the village government in collaboration with BUMDes have proven effective in empowering the community by enhancing their skills. However, challenges such as limited capital and issues in marketing agricultural products still require further attention.

The regular monitoring and evaluation conducted through periodic meetings and financial report analysis indicate that BUMDes management has been effective and transparent. Nevertheless, some challenges, such as delays in fertilizer supply and damaged infrastructure, need improvements to ensure the sustainability of the programs.

Overall, the well-planned government strategy, participatory implementation, and transparent monitoring have successfully promoted community economic independence. To sustain and enhance the outcomes achieved, continuous efforts are needed, especially in managing agricultural product marketing and developing more skilled human resources.

DAFTAR PUSTAKA

Buku

Ana Sopanah. Dkk. (2023). *Pengelolaan BUMDes dalam rangka optimalisasi Pendapatan Asli Desa (PAD) berbasis kearifan lokal*. Scopindo Media Pustaka.

A. Prasetya. (2020). *Menumbuhkan Pendapatan Asli Desa sebuah harapan dan tantangan*. Guepedia.com

Achmad Sani Alhusain, SE., MA., Dkk (2017). *Kebijakan dan Strategi Peningkatan Pendapatan Asli Daerah dalam Pembangunan Nasional*. Yayasan Pustaka Obor Indonesia.

Prof. Carunia Mulya Firdausy, MADE, Ph. D., APU (2017). *Strategi Pengembangan Ekonomi Kreatif di Indonesia*. Jakarta. Yayasan Pustaka Obor Indonesia

Prasetya. (2020). *Menumbuhkan Pendapatan Asli Desa Sebuah Harapan dan Tantangan* (Guepedia/La, Ed.)

Benuara Jaya, Entang Adhy Muhtar, Darto Darto. (2021) . *Perencanaan Strategis Pembangunan Desa Dalam Rangka Pengembangan Potensi Ekonomi Lokal Di Desa Sungai Landai*.

Dr Muhammad Sadi dan Dr. Kun Budianto. (2021) *Hukum Administrasi Negara* hal 7

Dokumen RPJMDesa Semangus Baru (2019-2029)

Sadi, M., & Budianto, K. (2021). *Hukum Adminstrasi Negara* (I. Fahmi & Wanda, Eds.; 1st ed.). Kencana.

Skripsi

SIWI, A. (2017). *Strategi Meningkatkan Pendapatan Asli Desa*. Universitas Brawijaya , hal 95 .

Sulaiman, Mr (2018) *Strategi Pendapatan Asli Desa (PADes) Desa Tutul Kecamatan Balung Kabupaten Jember*. Undergraduate thesis, Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember.

Ayyub Sriadi Ahmad. (2024). *Strategi Pemerintah Daerah Dalam Meningkatkan Pendapatan Asli Desa (PAD) Dikabupaten Jeneponto*. [Skripsi]. Universitas Muhammadiyah Makkasar.

Muhammad Aun Najmi Zahid. (2023). *Strategi Badan Usaha Milik Desa Kembang dalam Meningkatkan Pendapatan Asli Desa didesa Kemiri Kecamatan Panti Kabupaten Jember*. [Skripsi]. Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember.



Perlianti (2022). *Analisis Strategi Pengembangan Badan Usaha Milik Desa Margolembo Kecamatan Mangkutana dalam Peningkatan Pendapatan Asli Desa*. Institusi Agama Islam Negeri Palopo.

Jurnal

- Dewi, A. S. (2014). *Peranan badan usaha milik desa (BUMDES) sebagai upaya dalam meningkatkan pendapatan asli desa (PADES) serta menumbuhkan perekonomian desa*. *Journal Of Rural And Development*, vol. 5 nomor 1.
- Dewi, P. E. (2017). *Optimalisasi Pemanfaatan dan Profesionalisme Pengelolaan Aset Desa dalam Meningkatkan Pendapatan Asli Desa*. *Jurnal Ilmiah Akuntansi*, 129-147.
- Nana Hermansyah, A. N. (2019). *Pengelolaan Pendapatan Hasil Desa Oleh Pemerintah Desa Dalam Meningkatkan Pembangunan Desa Di kabupaten Ciamis*. *Jurnal MODERAT*, hlm 288-293.
- Riski, A. (2019). *Pengaruh Alokasi Dana Desa dan Pendapatan Asli Desa Terhadap Belanja Desa*. *Jurnal Organisasi dan Manajemen*, 37-46.
- Saputra, K. A. (2019). *Pengelolaan Pendapatan Asli Desa sebagai landasan pembangunan ekonomi pendesaan*. *Jurnal Pendidikan Ekonomi*, 5-13.
- Senjani, Y. P. (2019). *Peran Sistem Manajemen Pada BUMDES dalam peningkatkan Pendapatan Asli Desa*. *Jurnal pengabdian kepada masyarakat*, 23-40.
- Sinarwati, N. K. (2021). *Kinerja Badan Usaha Milik Desa Dan Kontribusinya Bagi Pendapatan Asli Desa*. *Jurnal Ilmu Sosial dan Humaniora*, vol. 10, no. 3.
- Wowor, M. (2019). *Pengelolaan Badan Usaha Milik Desa (BUMDES) dalam Peningkatan Pendapatan Asli Desa Kamanga Kecamatan Tompaso*. *Jurnal Jurusan Ilmu Pemerintahan*, vol. 3 no. 3.
- Wowor, M. (2019). *Pengelolaan Badan Usaha Milik Desa (BUMDES) dalam Peningkatan Pendapatan Asli Desa Kamanga Kecamatan Tompaso*. *Jurnal Jurusan Ilmu Pemerintahan*, vol. 3 no. 3.
- Nelly Lestari. (2021) *Teori Pembangunan Ekonomi*. *Jurnal Manajemen Bisnis Islam*, vol. 2 no 113-128
- Nur Cisan Imran Kurman, Dkk. (2021). *Strategi Pemerintah Desa Dalam Meningkatkan Pendapatan Asli Desa melalui Badan Usaha Milik Desa*. Vol 10, No 3.