

INCREASING INCOME FOR COMMUNITIES IN LUBUK KERTANG VILLAGE THROUGH VILLAGE-BASED BUSINESS ENTERPRISES (BUMDES) BASED ON MANGROVE ECOTOURISM

Rahima Br Purba 

Department of Accounting, Faculty of Social Sciences
Universitas Pembangunan Panca Budi, Medan, North Sumatera, Indonesia
rahima@dosen.pancabudi.ac.id

Farid Aulia

Universitas Al Azhar, Medan, North Sumatera, Indonesia

Handriyani Dwilita

Department of Accounting, Faculty of Social Sciences
Universitas Pembangunan Panca Budi, Medan, North Sumatera, Indonesia

Ulfa Nadra

Universitas Al Azhar, Medan, North Sumatera, Indonesia

Abstract

In Indonesia, villages have the smallest areas and are often associated with people living in a low economic level, and they are considered not to have the ability to explore and develop the potential of resources in their villages. However, that perception is not generally accepted. For rural communities and stakeholders who have advanced thinking, they can accept innovations for the advancement of their village, for example, the idea of establishing a Village-Based Business Enterprises (Bumdes). Also, manage it. The results of the first assessment, the researchers evaluated that Bumdes in Lubuk Kertang Village, Brandan Barat Sub-district, Langkat Regency was apparently not managed according to the existing natural resource potential. We found that the potential for mangrove ecotourism is still being managed individually and has not been held by village business units such as Bumdes. The purpose of

this research is to analyze the potential of mangrove ecotourism which can advance Bumdes to encourage village economic improvement. The source of this field research data comes from primary data and secondary data. Primary data were obtained through in-depth interviews, distributed questionnaires and participant observation. Furthermore, data acquisition and assessment were sharpened with focus group discussions to capture information about the development of Bumdes. The result found that the emergence of community knowledge about managing mangroves conservatively is derived from the community learning process that originates from the introduction of conservative values transformed by stakeholders. The people who live in the coastal area of Lubuk Kertang Village have the biggest potential of BUMDES through the management of mangrove ecotourism. The existence of mangrove ecotourism has not been able to integrate into the management of BUMDES. The efforts of the village government to integrate mangrove ecotourism management into the BUMDES in Lubuk Kertang, but still constrained by the approval of the mangrove management group The Lubuk Kertang Village Government is still trying to discuss and find solutions to cover mangrove management under the coordination of BUMDES in Lubuk Kertang.

Keywords: Village-Based Business Enterprises, Bumdes, Innovation, Mangrove Ecotourism, Community, Income

INTRODUCTION

The government always improves the standard of living of the people in all regions in Indonesia (Umar, Usman, & Purba, 2018). Along with this, the Government has launched a variety of work programs to anticipate increasing poverty in the community (Newman, Raine, & Skelcher, 2001; Platteau, 2015; Purba, 2017). However, the work program is considered still not to touch the root of the real problem. The government is considered a failure to open a profile of poverty social, economic and cultural characteristics as well as characteristics from a demographic perspective (Newman et al., 2001; Purba, Dwilita, & Nadra, 2018; Purba, 2017). For example, the level of education, how to get health facilities, the number of family members, how to get clean water and others. The government is considered to have failed to find a poverty profile from economic characteristics such as sources of income, consumption patterns and many dependencies (Bayes, 2001). Therefore, all policies and empowerment programs are still considered to play an essential role in fighting poverty (Umar et al., 2018).

The recommendation is the basis for changing and abandoning a top-down poverty settlement model to move into a bottom-up model which will involve local resources(Purba et al., 2018). One segmentation of this research is the empowerment of village officials and stakeholders to build local resources to become productive village assets in order to increase the economic level of the village(Purba et al., 2018; Sutiyo, 2017). Lubuk Kertang Village as a coastal village which has a large potential of mangrove forest resources with an area of more than 64 hectares. The latest study by (Basyumi, Bimantara, Selamat, & Thoha, 2016; Purba et al., 2018)indicates that mangrove ecotourism, Lubuk Kertang Village has not participatory involved the village community as a subject to develop the potential of mangrove ecotourism. Village communities do not yet commit that mangrove forests can be managed by village-based business enterprises (BUMDES) based on the principles of empowerment(Purba et al., 2018; Purba, 2017).

Purpose of the study

1. To identify the forms of mangrove ecotourism management that are utilized in the economic life of the village.
2. To analyze mangrove ecotourism which can be utilized in the development of BUMDES in order to improve the village economy.
3. To analyze the linkages of socio-economic and socio-cultural conditions of the community to the improvement of the village economy.
4. To find a development model for mangrove ecotourism-based BUMDES in enhancing the independence of sustainable rural economies

RESEARCH METHOD

The Study

The method that used in this research emphasized in the process, so the tracer of data and information diachronically will do to know and to understand comprehensively and holistic about forms of local wisdom that used for increasing the people's level of the economy (Nasution, I.Irawan;, & Rossanty., 2018; Purba et al., 2018). Remind the essential of a qualitative method in emic view “the peoples as subject”, the data were got just the way they are (Moleong, 2000; Nasution et al., 2018). The research location was at Lubuk Kertang Village, Brandan Barat Sub-district, Langkat Regency. The choice of research location decided on the location place that has ecotourism potential of mangrove that can be managed to BUMDES on increasing the village economy improvement.

Determination of Informants and Research Samples

The informants in this study included key informants who were considered able to provide a lot of information needed in this study. Additional informants are likely to increase as long as they are considered to provide information relevant to the research objectives. There are no restrictions on the number of informants, as long as the data needed has answered the purpose of this study.

Data collection

The data collected is sourced from primary data and secondary data sources. Primary data was obtained through in-depth interviews, questionnaires, and participant observation, which aims to capture information about local forms of wisdom in improving the village economy, also sharpened by focus group discussions. FGD is used to get the BUMDES development model through the use of mangrove ecotourism in order to improve the economy of rural communities that are applicable and possible to be developed in the context of sustainable management.

FINDINGS AND DISCUSSION

The Dynamics of Mangrove Forest Management

The extent of the palm farming that doing by converting the mangrove forest, not only damage the mangrove forest but it damages all the forest assets (Aulia, 2003) that so valuable and can change the forest's landscape totally at Brandan Barat Sub-district. This damage was worse with water resistant to palm farming and close the river way, so the salty water cannot across the palm farming. The convert of mangrove forest to palm farming cause the degradation of mangrove forest area that significantly shown by the loss of mangrove forest area; flood caused by no water resisted, and threated people because the benefit of mangrove forest not only for the sea lives, such as prawn, fish, etc. but also for the fisherman that have occupation to catch the fish and prawn(Aulia, 2003, 2017; Basyumi et al., 2016).

The mangrove that existing at Lubuk Kertang Village today are still in good condition, although there is decreasing in width of land. The mangrove land, has been changed to palm farming and some of it becomes the palm farming and oil mining area, then some government onus, the mangrove land were sold to the palm farming entrepreneur. Besides that, the mangrove land was decreased by people that cutting the trees become charcoals. The unique is peoples who stoles the mangrove trees was stranger from another village. Now, the mangrove stolen were decreasing(Basyumi et al., 2016). The people of Lubuk Kertang Village are starting plant mangrove that had been damaged since 2012. The entering of Yayasan Gajah Sumatera "Yagasu" as a foundation that was advising the peoples of Lubuk Kertang Village. Yagasu

presents in Lubuk Kertang Village to give the education about the importance of mangrove to people's living(Aulia, 2017; Purba et al., 2018).

The Opportunity of BUMDES Based on Mangrove Ecotourism

BUMDES as an instrument to push the people's economy has not fully yet become the understanding in an economic actor of local and village(Purba et al., 2018). Finally, BUMDES must be the starting capital of social movement of economic fighting was not maximally reaching a target. The people's village awareness about their position in order to reach the village to be the economy central has not become a goal yet (Shortall, 2004). BUMDES presents as a form to organize the village people to increase their spirit in order to strengthen and develop the economy(Purba et al., 2018). BUMDES can be the form to share with some village people's groups to increase the quality and quantity of product and describe the developing strategy.

BUMDES slowly becomes the center for them if there are any problems with their business. The togetherness can increase and develop the economic effort of the village through BUMDES was one of ideal concept in the field. They can explore the potentials; human resources and natural resources and develop the network to make the connection to push the economy of the village's people(Kusuma & Purnamasari, 2016).

Nowadays, the BUMDES Lubuk Kertang that managed by people of village works in 3 sectors: photocopy, the electricity payment and save and debt services. These three units were managed by BUMDES formed with people discussion in 2015. The businesses units managed with the easy way with some restricted of money and human resources. It has no AD/ART yet and the right mechanism, so in its growth has stagnation to expand the business. The disabled of BUMDES in managed the mangrove business groups that have to operate their ecotourism business because they have no operational mechanism and the law force in ecotourism management.(Holden, 2013; Shortall, 2004)

From the data, three groups of mangrove management have the different side of management: Mekar Group, Lestari Mangrove Group, and Bakau Emas Group. Nowadays, only Mekar Group manages mangrove as ecotourism. The management of mangrove ecotourism that doing by Mekar Group based on the group. This group has an authority of managed, gave by Ministry of Forestry to manage mangrove. Until now, the research has no integration with BUMDES to develop the business units. Mekar Group was only giving the dividend to Government Village Rp. 300.000,-/ month.

The first analysis in this research showed that mangrove ecotourism was the biggest potential in developing business unit under BUMDES(Aulia, 2003; Purba et al., 2018). With the

limitations of this managing. Mekar Group can get the earning from mangrove ecotourism of Lubuk Kertang Rp. 14.000.000 to Rp. 40.000.000, per-month. If the managing of mangrove ecotourism can increase in human resources, the gross domestic income will increase. The management policy that applied by Mekar Group based on sharing earning that had been discussed. The spirit of sharing earning and benefit in ecotourism management of mangrove ecotourism Lubuk Kertang can be the embryo that integrated into BUMDES management(Aulia, 2003, 2017; Purba et al., 2018).

Draft Development Model for Village-Based Business Enterprises (BUMDES) in Lubuk Kertang Village

1. Growing stage

Existing Condition	Development Strategy
<ul style="list-style-type: none"> • Already have Bumdes • Still do not really understand the philosophy of Bumdes • Still unable to compile the AD / ART and the Raperdes to form Bumdes • Still unable to identify potential and choose business types • Business units have been formed but income has not been stable 	<ul style="list-style-type: none"> ▪ Determine the potential and choose the type of business that is by the potential resources available in LubukKertang Village, one of which is mangrove tourism management. ▪ Arrange AD / ART by mechanisms that are in line with Bumdes governance. ▪ Develop organizational structure and assessment for professional and accountable human resources. ▪ Establish Bumdes management in managing and discussing business and market production

2. Strengthening Stages

Existing Condition	Development Strategy
<ul style="list-style-type: none"> • Business units have been running, income has started to stabilize and income trends have increased from year to year • Managers are starting to have trouble managing the rapid growth of Bumdes business unit revenue • Managers need to get management training (Plan-Do-Check-Action Competencies) • The manager has difficulty compiling business plans and business planning • Managers have obstacles in preparing performance reports 	<ul style="list-style-type: none"> ▪ Feasibility study of business plan and strategic design of Bumdes management ▪ Prepare a work plan and annual budget of Bumdes ▪ Organize and manage assets for more productive. ▪ Administration and personal management ▪ Proportional financial recording and reporting ▪ Performance evaluation and reviewer

3. Developing Stages

Existing Condition	Development Strategy
<ul style="list-style-type: none"> • Business units have developed. • BEP Operations have been achieved. • Improve community welfare. • Need to open new business units. • More and more cooperation offers. • Need to motivate one of them is to use IT technology 	<ul style="list-style-type: none"> ▪ Establish a third party business entity and cooperation. ▪ Aspects of taxation and marketing, branding, networking and cooperation across Bumdes.

CONCLUSION

1. The people's knowledge about mangrove management conservatively getting from the people learning a process that comes from the introduction of conservatives values that transformed by interest maker.
2. People that living at the seashore of Lubuk Kertang Village has BUMDES potential through mangrove ecotourism.
3. The mangrove ecotourism that existing now still cannot be integrated under BUMDES management.

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