

## **The Role of Village-Owned Enterprises (BUMDes) in Managing Prime Educational Tourism Selemak, Hamparan Perak North Sumatera**

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### **Abstract**

Prima Wisata Edukasi Selemak is an educational destination that is very suitable to be used as a place to relax. Prima Wisata Edukasi Selemak is located on Ustad. H. Abdul Khadir Nuh, Kelumpang, Kec. Hamparan Perak, Kab. Deli Serdang, North Sumatra 20256. This study aims to determine the role of BUMDes in the governance of Prima Selemak Educational Tourism and to analyze the role of BUMDes in managing Selemak Educational Tourism, Hamparan Perak. To find out the government's contribution to BUMDes in increasing the management revenue of Prima Wisata Edukasi Selemak. This research uses qualitative methods obtained through visits to Prima Wisata Edukasi Selemak. It uses data collection methods through in-depth interview observations with BUMDes administrators or managers based on informants who are one of the BUMDes sections and are also of the village officials of Prima Wisata Edukasi Selemak. In general, this research can provide information related to BUMDes in the management of Selemak Village. Prima Wisata Edukasi Selemak is assisted by BUMDes in managing this tourism business so that the results are by the previously compiled process. BUMDes focuses on addressing this Village by providing services in the field of promotion in the introduction of these tourism businesses. The results of the discussion of this research are some of the roles of BUMDes in the governance and development of the Selemak Prima Edukasi Tourism Park, namely, as a driver and as a reference in bringing high multiplier effects to local communities, and also plays a role in the development, empowerment and development of the community in the Village. The government has yet to contribute to increasing revenue at Taman Wisata Edukasi Selemak. Still, in providing education to local communities, the government has taken part and promoted Taman Wisata Edukasi Selemak.

**Keywords:** village-owned enterprises (BUMDES), the role of village-owned enterprises, governance

### **Abstrak**

Prima Wisata Edukasi Selemak merupakan suatu destinasi edukasi yang sangat cocok untuk dijadikan tempat bersantai. Prima Wisata Edukasi Selemak terletak di jalan Ustad. H. Abdul Khadir Nuh, Kelumpang, Kec. Hamparan Perak, Kab. Deli Serdang, Sumatera Utara 20256. Penelitian ini bertujuan untuk Mengetahui peran BUMDes dalam tata kelola Prima Wisata Edukasi Selemak dan untuk menganalisis peran BUMDes dalam mengelola Wisata Edukasi Selemak, Hamparan Perak. Untuk mengetahui kontribusi pemerintah terhadap BUMDes dalam meningkatkan pendapatan pengelolaan Prima Wisata Edukasi Selemak. Penelitian ini menggunakan metode penelitian kualitatif yang diperoleh melalui kunjungan ke Prima Wisata Edukasi Selemak dan menggunakan metode pengumpulan data melalui observasi wawancara mendalam dengan pengurus atau pengelola BUMDes berdasarkan informan yang merupakan salah satu dari bagian BUMDes dan juga merupakan salah satu perangkat desa Prima Wisata Edukasi Selemak. Secara umum, penelitian ini dapat memberikan informasi terkait BUMDes dalam pengelolaan Desa Selemak. Prima Wisata Edukasi Selemak dibantu oleh BUMDes dalam mengelola usaha wisata ini agar terjalin hasil sesuai dengan proses yang disusun sebelumnya. BUMDes fokus dalam mengelola desa ini dengan memberikan pelayanan dibidang promosi dalam pengenalan usaha wisata tersebut. Hasil pembahasan dari penelitian ini adalah beberapa peran BUMDes dalam tata kelola dan pengembangan Taman Wisata Prima Edukasi Selemak yakni, sebagai penggerak dan sebagai acuan dalam mendatangkan *multiplier* efek yang tinggi bagi masyarakat lokal, dan juga berperan dalam pembangunan, pemberdayaan, dan pengembangan masyarakat yang ada di desa tersebut. Dalam peningkatan pendapatan di Taman Wisata Edukasi Selemak, pemerintah belum berkontribusi di dalamnya, tetapi dalam pemberian edukasi kepada masyarakat lokal, pemerintah sudah ikut ambil bagian, sekaligus mempromosikan Taman Wisata Edukasi Selemak.

**Kata Kunci:** Badan Usaha Milik Desa (BUMDES), Peran Badan Usaha Milik Desa (BUMDES), Tata Kelola.

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## **A. INTRODUCTION**

Currently, tourism is one of the sources of foreign exchange earnings in Indonesia. According to Indonesian Law No. 10 of 2009, article 1, paragraph 3 states that tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, government, and local government. One part of tourism is village tourism. Desa Wisata, in the context of rural tourism, is a tourism asset based on rural potential with all its uniqueness and attractiveness. It can be empowered and developed as a tourism product to attract visitors to the village location (Sudibya, 2018). One of them is Selemak Tourism Village, which is located in Deli Serdang Regency, North Sumatra. Selemak Tourism Village was established because community groups and village heads are aware of the tourism potential they have in improving the local community's economy. Every tourist village must have an organized organization to run the tourist village as in Law No.6 of 2014 concerning Villages states that to drive the economy in the Village, a Village Economic Institution was established, namely, a legal entity called a Village-Owned Business Entity (BUMDes) (Mustofa, Tampubolon, and . 2022) This BUMDes has a role, purpose, and objective to participate in the management and development of the Selemak Tourism Village. The Selemak Tourism Village has an organization, namely BUMDes. BUMDes in Selemak Tourism Village has also been organized so that this educational tour can run well despite some obstacles. The obstacles that arise in the field are common, making evaluation material for the organization for further development and management. It is not only the organization that must exist. Still, it must also have the community, stakeholders, and the government who must participate in the development so that the plans that have been planned can run well under established procedures. That includes the community, the general public in the destination, and the legal owner of various tourism capital resources, such as culture (Yani 2021). The presence of BUMDes can strengthen and realize the concept of tourism development in a tourist village or tourist destination. BUMDes, as the economic support of village governance, not only impacts village communities, but it is possible that it can also support the national economy (Nursetiawan 2018).

## **B. RESEARCH METHOD**

According to (pasal 386 Undang-undang no 23 2014) each region, according to its regional character, will have different priorities from one area to another to improve the community's welfare. This is an asymmetrical approach, meaning that although the regions are both given the broadest possible autonomy, the priorities of government affairs carried out will differ from one part to another. In this case, it means that this regional organization for the community's welfare is the BUMDes organization to develop its own Village with regulated principles. This research will discuss the role of Village-Owned Enterprises in Prima Wisata Edukasi Selemak. This research utilizes qualitative data from a visit to Prima Wisata Edukasi Selemak. The author uses data collection methods through in-depth interview observations with BUMDes administrators or managers. An informant is a person who works in the BUMDes section and is also a Selemak Village official. The data obtained is correct and can be accounted for. The observation technique that we do is by systematically observing and recording aspects and symptoms of the object of research and seeing the role and contribution of BUMDes directly. In addition to the observation technique, the author also uses interview techniques. The interview collects data using questions and answers that are carried out systematically and based on research problems and objectives (Pradnyani, 2019). The author interviewed informants who were BUMDes workers and Selemak Village officials. During the interviews, the author recorded the data and interviews to ensure that the researcher could store the information obtained.

## C. RESULTS AND ANALYSIS

### 1. Selemak Village Profile

Selemak Village is one of the villages located on Ustad Street. H.Abdul Khadir Nuh, Kelumpang, Hampan Perak sub-district, Deli Serdang Regency, North Sumatra, 20256. Selemak Tourism Village is a village that has many resources that can be developed and can become one of the businesses that have a lot of impact on the community. Selemak Tourism Village has a hot climate because it is close to Belawan Harbor and Olo Beach. To reach this tourist spot, we can travel from Medan for about 45 minutes by motorcycle and car; it can take 1 hour to 1.5 hours with a distance of 24 km from Medan City. Based on land use, the land in Prima Wisata Edukasi Selemak has an area of 50,000 m<sup>2</sup>.

In every tourist village, the 3A concept is needed: attractions, Accessibility, and amenities. Attraction is an attraction that can attract visitors' attention to a town or tourist attraction. Prima Selemak Educational Tourism already has exciting attractions, including; Horse riding, Speed boat, paddle duck, flying fox, hand boat, trampoline, water bike, and children's swimming pool. Next is Amenity; Amenity is a facility provided by a village or tourist attraction, which will be presented to visitors. Prima Selemak Educational Tourism also has quite good facilities: prayer rooms, three toilets, huts (approximately 20), canteens, parks, live music, halls, and villas (3 pieces). And the last is Accessibility; Accessibility is the ease for visitors to visit a village or tourist attraction. Visitors who want to come to Prima Wisata Edukasi Selemak can handle road access because access to its location is okay. Visitors from the Medan city centre can go through the Marelان market and then pass through the sugar cane plantation. After that, there will be a signpost to go to Prima Wisata Edukasi Selemak. But to visit there can still only be reached by private vehicles; for public transportation, no one can get to that location.

To enjoy all the facilities and attractions at Prima Wisata Edukasi Selemak, visitors only need to pay a reasonably affordable fee of Rp. 5,000 for the entrance ticket, Rp. Two thousand for parking fees and access to try the rides are only Rp. 10,000. For tourists who want to visit, Taman Prima Edukasi Selemak operates every day from 08.00 WIB until 18.00 WIB.

Prima Wisata Edukasi Selemak is suitable for families or friends who want to feel away from the city or refreshed with a calm atmosphere. This place also presents a fish pond with a design that surrounds the canteen area; in this pond, we can also see the fish directly in it. There are many things we can do there, from enjoying the attractions provided above we can also picnic with our family or friends in the hut that has been provided. This cottage also varies from the cabin above the pond, the house near the children's pool, and the place that leads to other outbound. These huts are distributed in an excellent spot to satisfy visitors who come.

### 2. The Role of BUMDes in Prima Selemak Educational Tourism

Every Village has an organization, either managed by the community or the government. One of them is an organization that exists in a tourist village, namely a Village-Owned Business Entity (BUMDes). In the Selemak Tourism Village, an organization manages the Village BUMDes. BUMDes or Village-Owned Enterprises, according to Law Number 6 of 2014, states that: "Village-Owned Enterprises, from now on referred to as BUM Desa, are business entities whose capital is wholly or mostly owned by the village through direct participation originating from separated village assets to manage assets, services and other businesses for the greatest welfare of the village community". The task of BUMDes is to make the Village independent and improve the community's welfare by recruiting labour, developing the community's economy, facilitating the community by providing employment and increasing village income (MIFTAHUL RESKI PUTRA NASJUM, 2020). BUMDes are implemented by the community by upholding the principles of cooperation (cooperative), participation (participatory), equal rights (emancipative), openness (transparency), accountability (accountable) and sustainability (sustainable). BUMDes can organize development activities in an organized manner because laws, government, ministerial, and village

regulations have regulated the basis for its establishment. BUMDes has an organizational management structure consisting of advisors, operational executors and supervisors. (Sumiasih, 2018).

Selemak Tourism Village is managed by the BUMDes and in collaboration with tourism awareness groups or what is often known as POKDARWIS. Pokdarwis tend this Village; only one tourist bar is owned by the Village. In each organization, the government always provides training for further knowledge about the development of tourist villages or tourism knowledge. In Prima Selemak Educational Tourism, the one who holds the organization is BUMDes. Selemak Tourism Village is managed by its pokdarwis called TERATAI SALJU and directly assisted by its BUMDes known as TERATAI. The BUMDes itself leads and contains the place. From the sources that the authors get, namely from the BUMDes manager, Rizki Ananda, BUMDes plays an essential role in the governance of the Selemak Prima Edukasi Tourism Park. Some of the functions of BUMDes in the management and development of the Selemak Prima Edukasi Tourism Park are, namely, as a driving force and as a reference in bringing high multiplier effects to local communities, and also plays a role in the development, empowerment and development of communities in the Village. BUMDes focuses on managing this Village by providing services such as promotions in the introduction of the tourist village, packages to visit the tourist village, and visits to related agencies in search of potential visitors. In the past, the location of Prima Wisata Edukasi Selemak was a community pond. Still, as for ideas or proposals from BUMDes and other stakeholders, this pond was turned into a tourist attraction that benefits the local community. Prima Wisata Edukasi has a relaxed atmosphere and carries the concept of beautiful countryside.

This place was built in the past and had pros and cons with other community organizations, and we ended up installing a bar near the tourist attraction. Still, this obstacle was overcome by BUMDes by socializing the community and establishing good communication so that this obstacle could be overcome as soon as possible. In this place, the BUMDes has dramatically contributed to the construction, management and development of this Prima Wisata Edukasi park, but the government needs to contribute more. According to Pearce (2015) (Junaid & M. Salim, 2019), the functions and roles of destination governance organizations are as follows:

1. The governance organization will assist in marketing, branding and positioning a destination.
2. Helping to develop and or manage products owned by a destination.
3. Conduct the planning, implementing and evaluating work programs related to tourism in a destination.
4. Encourage the community to be involved in tourism activities through the role of facilitator.
5. Play a role in providing information to tourists and assisting the community in socializing the urgency and benefits of tourism.

A tourism organization is a container that aims to facilitate the activities of a tourist attraction business. Tourism organizations have a role that connects various parties to support each other, helping in the effort to develop tourist villages. The tourism organization has administrators from different backgrounds: culture lovers, tourism observers, tourism organizations, researchers, and tourism experts.

#### **D. CONCLUSION**

This research concludes that the founder of BUMDes TERATAI is based on Selemak Educational Tourism which has potential that can be managed to be utilized so that it has value. BUMDes TERATAI was also established based on guidelines for the Regional Regulation of Deli Serdang Regency concerning Guidelines for the Establishment and Management of Village-Owned Enterprises; BUMDes management is carried out by dividing tasks in several business fields managed by BUMDes TERATAI. In implementing

BUMDes to drive Selemak Educational Tourism, there are obstacles in collaborating with POKDARWIS TERATAI SALJU in managing Selemak Educational Tourism. However, POKDARWIS itself still needs to improve in understanding to manage. However, BUMDes continues to direct to overcome these obstacles by socializing so that human resources in Selemak Educational Tourism can take part in organizing, and BUMDes continues to pay attention to facilities and infrastructure that can support this Village.

BUMDes Teratai plays a role in improving the welfare of the community and BUMDes Teratai members. BUMDes requires the support of all elements of society, both government, Dinas, and potential human resources who choose other agencies. Therefore, in optimizing BUMDes Teratai for the welfare of the Selemak village community, it is necessary to conduct community training and mentoring activities to increase creativity, innovation and professionalism in managing BUMDes Teratai and exploring the potential in Selemak village. BUMDes Teratai is expected to be one of the local economic builders of Selemak village. Establish BUMDes as a locomotive development base to be more inspiring.

This is in line with the statement that BUMDes also plays a role in the community and in increasing the income of Selemak village. The management and implementation of BUMDes are good but still have some problems. BUMDes implementers and the Selemak Village government are expected to encourage promotions further to attract visitors, thereby increasing the number of visitors who will come. BUMDes is also expected to cooperate with related agencies, including education, materials, etc. For the Selemak community in the future they are always consistent in providing their participation in BUMDes management. So that BUMDes, which is already running, will also increase the development and cooperation of the Selemak Village community. The benefits of BUMDe's existence act as a form of maximizing the productive economy of the Village. BUMDes has played a pretty good role in opening up good jobs to reduce unemployment, even though it has not been on a large scale increase.

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The literature listed in the References contains only the sources referenced or included in the article. Please use Reference Manager Applications like EndNote, Mendeley, Zotero, etc. Referral sources should provide 80% of journal articles, proceedings, or research results from the last five years. Writing techniques bibliography, using the system cites APA Publication Manual (6th edition). or text and reference list citations, following the examples that are set out below. [Note: always provide citation page number(s) in the text for quoted material from a printed source.] Include in the reference list only those cited in the text and ensure that all text citations have an entry in the reference list.

**Text citations:** (Anwar, Darmawan, and Setiawan 2016) or (Aizid 2016) or (Nugrahanto 2015) (Abor and Bokpin 2010; Cretu and Brodie 2007; Jensen and Meckling 1976; Ross 1977) or (Rahmawati, Yahiji, and Rusli 2019:113) (for quoted material). Please note that names within parentheses should appear in alphabetical order, NOT listed chronologically.

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