

VILLAGE ENTERPRISES (A CASE STUDY OF RURAL ENTERPRISE-BASED SOCIAL CAPITAL AT THE PURWAKERTI VILLAGE COMMUNITY)

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ABSTRACT

Rural community development must be done in various ways and strategies. One model is considered effective in building the economy of the community is to involve the public fully in planning, implementing and evaluating business activities are developed, resulting in a process of entrepreneurship education. Village Enterprises is a business unit of rural society involving the full management of rural communities through a process of empowerment and development of the Provincial Government. Designing your own community business units that will be built in accordance with its potential and manage it independently with the help of the initial capital of the province. Once considered to have the adequate management capacity, the business is managed and developed independently in accordance with the demands and needs of the community. This process aims to develop initiative, independence, strengthening, skill, and ability of people to read the business opportunities that ultimately meberdayakan people to free themselves from the shackles of poverty.

Keywords: independence, strengthening, empowerment

1. Introduction

Village Enterprises (BUM Village) is an effort to improve the economic ability with the principle of independence, strengthening and empowerment to manage and promote the business. That is, people independently plan, manage, execute and analyze the strengths and advantages of businesses built with a facilitator and mediator of the District Government and the Province. Through the principle of independence, strengthening and empowering the community is expected to be fully involved in the planning and management of economic activities which is implemented so that it can responsible. This principle is also believed to be able to make people more independent in building the business in accordance with the potential and needs of rural communities. With a sense of ownership of the business that is built will contribute to improving the society efforts to continually engage and grow their business. This is the essence of community-based economic development that not only makes communities as an object of economic development, but also as a subject responsible and determine the effort that will be built in accordance with the potential of their villages. The purpose of a business entity villages are (1) increasing the revenue of the village (PAD) in order to improve the ability of village government in governance and development as well as community service, (2) developing certain economic potential in rural areas to promote the growth of village community economic as a whole in for poverty reduction, and (3) creating jobs and providing social guarantees.

Achievement of the objectives described above, supported by the carrying capacity of the entire community, especially the manager of the enterprise developed village. To that end, the involvement of the Department of Rural device, Indigenous Institute (Village People) and the poor who become targets for empowerment is absolutely necessary for the success of the business. Society must be able to analyze the business opportunities are most likely to be developed and is able to provide improved economy on society as a whole. Business units built must be in line with the vision and mission of the Office of Rural and not contrary to the prevailing customs and traditions of the community. Even the wisdom of local culture should be used as capital to develop the business progress are built together. In principle enterprises that had been built not only aims to gain profit as much as possible, but more particularly on the development potential of the local community in line with the genius that is owned by the local community. The condition is believed to be more beneficial to society, both economically and socio-cultural, economic advancement of rural communities that do not leave the values of locally owned (R.A. Rival, 1999). Even enterprises that had been built to improve the economy of communities and strengthen cultural values and clung to the greatness of the nation's cultural values.

Purwakerti village is a village that is determined by the provincial administration to be a pilot project rural enterprise development (BUM village) through the gate Sadu. Purwakerti village election as a pilot project rural enterprise development based on the problem (challenges) and potential (opportunity and hope) that exist in the village Purwakerti. Empirically Purwakerti village is one of the tourist village with the attraction Amed Beach are well known by foreign tourists. The beauty of Amed beach which is supported with stunning hilly region capable of being "icon" Purwakerti village that has brought thousands of tourists. However, the continuous increase tourism visits to Amed Beach does not bring economic progress prevalent in all societies. Only a few among the people who have the skills and capital are able to reap financial benefits on tourism visits to Amed Beach. Whereas in the village Purwakerti has a variety of tourist potential such as panoramic beach, mountain panorama, agro-tourism, cultural tourism, home industry, tourism (diving and snorkling), culinary, and the provision of services other travel (villas, hotels, restaurants, lodging, agent trip land and sea travel) (Monograph Village Purwakerti, 2014). However, not all tourism potential can be developed in synergy or mutually connected and bound between each other, so as to increase the income of the community equally. Efforts developed tourist still sporadic, even mostly owned by outsiders who take advantage of the panoramic beach and panoramic hills Purwakerti village. These conditions lead to inequalities between capital owners with people who are economically disadvantaged are at kateori. In fact, there is a tendency of the villagers Purwakerti just as the

owner of the beauty and elegance Amed Beach, namu not been able to become economically lovers. Economic inequality is certainly must be minimized through the strengthening and empowerment of disadvantaged communities to develop a community-based economy that fully involve disadvantaged communities. In respect of that, apparently village enterprises developed by the government can be an alternative to fully involve the community in empowering potentials (Hiro Tugiman, 1996).

2. Writing Methods

In preparing this article the author uses literature and documentation methods of obtaining data or reading materials from various sources related to the Desa Enterprises developed in the village of Karangasem regency Purwakerti. Sources of data in this article is written documents relating to business entities village developed in the village Purwakerti, the types of businesses that are developed entities village in the village Purwakerti, policies that serve as the basis of law in developing a business entity village in the Village Purwakerti and constraints faced by communities in developing enterprises in the village Purwakerti village. Based on the study data documentation, the authors formulation and draw conclusions about the development of rural enterprises in the village Purwakerti and constraints faced in developing enterprises in the village Purwakerti village. This writing is descriptive, the authors describe a systematic, factual and actual entities regarding the development of the village in the village Purwakerti, the legal basis for enterprise development in the village of Desa Purwakerti and constraints faced in developing enterprises in the village Purwakerti village.

3. Discussion

3.1. Basic Law on Rural Development Rural BUM Purwakerti

Legally the establishment of village-owned enterprise based on the Law No. 32 of 2004 on Regional Government. This provision is contained in Article 213 paragraph (1) of Law No. 32 of 2004 which states that "the village can establish village-owned enterprises in accordance with the needs and potential of the village". This village-owned enterprises indicate efforts of the Government to provide flexibility to the village to develop their potential for advancement of rural communities. Village owned enterprises is expected to be a village self-reliance initiatives in managing resources and potential. Conditions village-owned enterprises are also listed in the Government Regulation (PP) No. 71 Year 2005 About the village. Establishment of village-owned enterprises is accompanied by efforts to strengthen the capacity and supported by policy area (district / city) that come to facilitate and protect the villagers from the venture capitalists major competitive threat. Given the village-owned enterprises is a new economic institutions that operate in the countryside, they still need a solid foundation to grow and develop. Builders are the foundation for the establishment of village-owned enterprises are government, either central or local. Selaian provisions of Law No. 32 Know 2004 and Government Regulation No. 71 In 2005 the provisions on village-owned enterprises stipulated in Law No. 6 of 2014 on the village. Village-owned enterprise is a business entity of all or most of its capital owned by the village through direct investments originating from the wealth of the village separated in order to manage the assets, services, and other businesses for the welfare of the villagers. In Law 6 of 2014 on Village also regulates the spirit underlying the establishment and management of village-owned enterprises, procedures for the establishment of village-owned enterprises, the benefits of the establishment of rural business entities, business development direction of the village-owned enterprises that benefit rural communities. This provision implies that the village-owned enterprises are expected to play an important role in the development potential of the village, especially in the financial management of villages in the region. The detailed provisions regarding the establishment of village-owned enterprises under Article 87 Paragraph (1) The village can establish village-owned enterprises BUM called the Village. These provisions reinforce the Government's efforts to improve the economy of the village which in turn promote the welfare of rural communities. Business entities have developed village not intended solely to make a profit, but also aimed to empower people with the spirit of brotherhood and togetherness. This is clearly embodied in Article 87 Paragraph (2) Village BUM managed family spirit and cooperativeness. This provision became the foundation managing the village-owned enterprises humanist by giving space to the social capital developed in the community. As for the business areas that can be developed by the village-owned enterprises referred to under Article 87 Paragraph (3) BUM Village may provide services in the field of economics and / or public service in accordance with the provisions of the legislation.

How does the process of the establishment of village-owned enterprises referred to under Article 88 Paragraph (1) Establishment BUM Village Council agreed through the village. Deal with this consultation process showed the establishment of village-owned enterprise must involve all of society, from planning, implementation, and on the evaluation process. With the involvement of all components of society are expected to village-owned enterprises can develop properly in accordance with the existing potential in the community, and not leave the nobility of local values that already exist. Article 88 Paragraph (2) Establishment of village BUM referred to in paragraph (1) shall be determined by Village Regulation. While Article 89 states operating results BUM village used for business development; and Rural Development, Rural community empowerment, and providing assistance to poor communities through grants, social assistance, and revolving funds set out in the Budget of the Village. Synergy of the Development business entities village between the Central Government, Provincial, District / City and Village Government terciikan through Article 90 which states the Government, Provincial Government, District Government / City and Village Government encourages the development of BUM Village with grants and / or access to capital ; perform technical assistance and access to markets; and prioritize BUM Village in the management of natural resources in the village.

Law No. 6 of 2014 on the village then operationalize through Law 43 2014 About the Implementing Regulations of Law No. 6 Year 2014 About the village. Regarding the management organization owned village under Article 132 Paragraph (3) which states that the management organization is separate from the organization BUM village Village Government, Paragraph (4) Organization of Rural BUM manager referred to in paragraph (1) at least consist of: a. advisor; and b. operational executor, Paragraph (5) Counsel referred to in paragraph (4) letter a chaired ex-officio by the chief. (6) Implementing operational as referred to in paragraph (4) b is an individual who is appointed and dismissed by the village chief, Paragraph (7) Implementing operational as referred to in paragraph (6) shall be prohibited from holding concurrent positions performing the function of

executing agencies village administration and civil society Village. Regarding the initial capital owned enterprises villages under Article 135 (1) The initial capital BUM village comes from APB Village, Clause (2) Wealth BUM Village is a treasure of the village separated and are not divided into shares, Paragraph (3) Capital BUM Village consists of a. Desa equity participation; and b. equity participation of the villagers, Paragraph (4) Investments in capital village as referred to in paragraph (3) letter a is derived from APB Village and other sources, Paragraph (5) Investments in capital village from the APB village as referred to in paragraph (4) can be sourced from a. fresh funds; b. Government assistance; c. help local governments; and D. Village of assets submitted to APB Village, Paragraph (6) Assistance from the Government and local government to the village BUM referred to in paragraph (5) letter b and c are channeled through the mechanism of the Village APB. Regarding the Statutes and Bylaws under Article 136 Paragraph (1) Implementing operational BUM Village shall prepare and establish a constitution and bylaws after consideration by the village chief, Paragraph (2) The statutes referred to in paragraph (1) at most little name, domicile, purpose and objectives, capital, business activities, the founding period BUM Village, management organizations, as well as the procedures for the use and benefit sharing, paragraph (3) bylaws referred to in paragraph (1) contains at least right and obligations, tenure, procedures for the appointment and dismissal of personnel management organization, determination of the type of business, and sources of capital, paragraph (4) the agreement drafting a constitution and bylaws referred to in paragraph (3) shall be done through consensus Village, paragraph (5) the articles of association and bylaws referred to in paragraph (4) shall be determined by the head of the village.

The legal basis for the existence and governance of business entities village punctuated by the government by issuing Permendesa No. 4 in 2015 about the village-owned enterprises. Although previously out Permendagri 113 of 2014 concerning the financial management of the village, but in Regulation did not mention about the village-owned enterprises. In the Permendesa No. 4 in 2015 are described in more detail about the process of establishing businesses owned by the village, who is entitled to manage owned village, capital-owned village, type of business is allowed, to reporting and pertanggung answers reporting-owned village set in Permendesa. Further provisions concerning the procedures for the establishment, maintenance and management, as well as the dissolution BUM Village and BOOM Village Commons regulated by ministerial regulation which held government affairs in the field of rural development, development of rural areas, and the empowerment of village communities in coordination with the ministers who held government affairs in the field of domestic governance. Under these provisions the village setting and BOOM Village is within the Ministry regarding rural development, development of rural areas, and rural community empowerment. Then the Ministry of Rural, Rural Development and Transmigration Republic of Indonesia issued a ministerial regulation villages, development of lagging regions, and transmigration Republic of Indonesia No. 4 in 2015 on the establishment, maintenance and management, and the dissolution of a business entity belonging to the village, which in principle is similar to the provisions of previous. Thereby sequentially village-owned enterprises have a strong legal foundation and regulated in the Law, government regulation, regulation, until the Village Regulations which have been agreed in consultation with the community.

3.2. Business Unit and Management Pattern BUMDes Village Purwakerti

In detail the business units can be built by the village through BUM village is set in the Minister of Rural, Rural Development and Transmigration Republic of Indonesia Number 4 Year 2015 On the Establishment, Management nan Management, and Dissolution of the village-owned enterprises from Article 19 to Article 24 . Article 19 paragraph (1) BUM Village can run a social business simple that provide public services (serving) to the public by financial gain, paragraph (2) the business unit in BUM Village as referred to in paragraph (1) may utilize local resources and appropriate technology, includes: a. Rural drinking water; b. Rural electricity business; c. barns; and D. local resources and other appropriate technology. (3) Provisions on the use of local resources referred to in paragraph (2) is regulated by the village and appropriate technology. In the village Purwakerti this business to a venture that was built by the Central Government and Local Government. This is because the village has not had an adequate infrastructure to build a drinking water, electricity village, barns and appropriate technology. For electricity in the village Purwakerti built by the State Electricity Company (PLN), for drinking water established by the Regional Water Company (PDAM), while companies barns and appropriate technology until now there is no village Purwakerti. After the harvest, people usually dries itself the harvest, without setting up village granaries. Likewise with the appropriate technology, has not been able to be created by the community and the community is still using agricultural technology that is simple. There is no rental terms appropriate technology is used to process agricultural products, thus it is not needed by the villagers. Further in Article 20 Paragraph (1) BUM Village can run a rental business (renting) of goods to serve the needs of the village and is intended to obtain Revenue Village, Paragraph (2) The business unit in BUM Village as referred to in paragraph (1) may run leasing business activities include: a. means of transportation; b. party tools; c. meeting hall; d. shophouse; e. BUM village-owned land; and f. Other rental items. The potential for business development leasing transportation facilities, land and villages have houses in the village shop Purwakerti had been under consideration by the community. However, because of limited capital owned businesses this effort will still be rancana dilaksanakan a few years later. While at this time the transport business and home store is still a privately-managed enterprises that have adequate capital. One of the growing rental business in the village Purwakerti is defing facility, which is still managed by the private sector. As for tooling party and conference hall has not become a routine requirement Purwakerti Village community. People prefer to use the building and yard yard for the ceremony, so that built this business to a BUM Village assessed will cause material losses. While the party tooling facilities and conference hall for tourists currently not a requirement, because tourists who come to the beach Amed just for a vacation.

Article 21 Paragraph (1) BUM Village can run a business intermediary (brokering) that provide services to citizens, Paragraph (2) The business unit in Desa BUM referred to in paragraph (1) may carry on business intermediary which includes: a. electricity payment services; b. The village market to market the products of society; and c. other services. In connection with the realization of Article 21 has been built electric payment services business that has been done since 2014 and has produced a very satisfactory profit. In fact, this effort has been managed with modern management pattern, because not only can be booked manually, but also can be served with SMS media. Article 22 Paragraph (1) BUM Village can run the business of production and

/ or trade (trading) certain items to meet the needs of the community and marketed in the scale of the broader market, Paragraph (2) The business unit in BUM Village as referred to in paragraph (1) can carry out trading activities (trading) include: a. ice factory; b. liquid smoke plant; c. agricultural product; d. means of agricultural production; e. former mine wells; and f. more productive business activities. Rural business entity Purwakerti since 2014 focused on the trade, while the business of agricultural products sold directly by the people to the traditional markets. Article 23 Paragraph (1) BUM Village can run a financial business (financial business) that meets the needs of businesses micro run by business operators economics Village, Paragraph (2) The business unit in BUM Village as referred to in paragraph (1) may provide access to credit and loans that are easily accessible by the village community. The most promising effort is the village savings and loan that was built by the village community Purwakerti, and provide services to the entire community, especially weak economic community. Savings and loans without collateral process is proven to provide solutions to communities in need of funds for operations and provide benefits to enterprises that had been built. Enterprises in the form of savings and loan Village is managed by managers with the advanced humanist familial pattern. This management model has the advantage that very well in overcoming the various problems faced by the villagers of Purwakerti, khususnya in the process of borrowing money without administrative process mejlelimet (Arifin and Halomoan, 2001).

4. Conclusion

Based on the results of the investigation, as has been described above, it can be applied some thoughts that can serve as kesimpulan this article, namely:

1. The legal basis for the establishment of rural business enterprise is Act No. 32 of 2004 on Regional Government, Government Regulation No. 71 of 2005 on the village, Law No. 6 of 2014 on the village and dioprasionalisasi through Law 43 Year 2014 concerning the Implementation Regulations of Law No. 6 of 2014 on the village. The legal basis for the existence and governance of business entities village punctuated by the government by issuing Permendesa No. 4 in 2015 about the village-owned enterprises.
2. Business Unit developed village Village Enterprises Purwakerti is electricity payment services business enterprises and micro-credit. Savings and loan business is a business that is most needed by the community and provide a very good advantage for the corporate village. Enterprise management pattern in the village Purwakerti managed amicably, so that creates a sense of ownership of all the village community Purwakerti.

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