

BUSINESS FEASIBILITY ANALYSIS SYSTEM AS A FORM OF DIGITALIZATION OF BUMDES TO REALIZE EQUITABLE VILLAGE ECONOMIC GROWTH

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ABSTRACT

Research on Village-Owned Enterprises (BUMDes) has been found reviewing the role of BUMDes for rural economic development and improving the welfare of rural communities, but research on the digitalization of BUMDes is still limited. Digitalization of BUMDes is an effort to use digital information technology in carrying out BUMDes business activities. This study aims to test the feasibility of the Android-based of Business Feasibility Analysis System BUMDes prototype. This research is the second year of research, the first in 2022 has been carried out development research on the construction of android-based of Business Feasibility Analysis System BUMDes prototype. This research is a type of descriptive qualitative research with an expert testing method approach. The data collected primary data were collected by questionnaire and interview methods. Research informants were divided into two groups. The first group of informants who act as validators were business feasibility analysis experts, BUMDes experts and system development experts. The second group of informants was prototype users, namely the director of BUMDes represented by the director as well as the chairman of the BUMDes Forum at the Regency/City level in Bali Province. The results show that 75 percent of these prototypes were able to present the data needed by BUMDes to help BUMDes compile business feasibility analysis. There were 70 percent of users stating that this prototype was useful for the business development of BUMDes. The implementation of android-based of Business Feasibility Analysis System BUMDes prototype was a form of digitalization of BUMDes in business activities and support for the achievement of equitable village economic growth.

Keywords: Digitalization; BUMDes; Economic; Growth; Village

INTRODUCTION

Village-Owned Enterprises (BUMDes) is economic institutions owned by the government and village communities. Regulations governing the existence of BUMDes include Law Number 6 of 2014 concerning Villages, Village Minister Regulation Number 4 of 2015 concerning the Establishment, Management and Management, and Dissolution of Village-Owned Enterprises, Government Regulation Number 11 of 2021 concerning Village-Owned Enterprises. This Government Regulation/PP is a regulation that provides legal reinforcement to BUMDes. The previous regulation can be declared to have weaker legal force because BUMDes are established based on village regulations, without obtaining legality from the government above the village government. The legality of BUMDes legal entities refers to Government Regulation Number 11 of 2021 is *a legal entity* established by villages and/or together with villages to manage businesses, utilize assets, develop investment and productivity, provide services, and/or provide other types of businesses for the maximum welfare of the village community (Badan, 1945). The definition of BUMDes before PP Number 11 of 2021 is a Business Entity, while the definition of BUMDes referring to PP Number 11 of 2021 is a Legal Entity. BUMDes Legal Entity is obtained if BUMDes have been registered and received a Legal Entity certificate from the Ministry of Law and Human Rights. BUMDes that have obtained a legal entity certificate certainly have stronger legality and have the authority to utilize village assets to improve the welfare of rural communities. Village assets are Village property derived from the original wealth of the Village, which is purchased or obtained at the expense of the Village Revenue and Expenditure Budget/acquisition of other legal rights and BUMDes have the authority to manage them.

The purpose of establishing BUMDes referring to PP Number 11 of 2021 is to manage businesses to carry out economic activities, develop economic productivity and investment, carry out goods and services to meet the needs of rural communities, get profits or profits to increase the original income of the village, utilize village assets to increase the added value of village assets, develop a digital economic system in the village. In order to achieve the last mentioned goal, namely developing a digital economic system, research was carried out to develop the Android-based BUMDes SAKU (Business Feasibility Analysis System) application. This study is the second year of research that tested the feasibility of SAKU BUMDes prototypes. The first year/2022 research has developed a prototype of Android-Based SAKU BUMDes, which is an effort to accelerate Village SDGs (N. Sinarwati et al., 2022). The SAKU BUMDes application is a manifestation of the digitalization of BUMDes in realizing equitable village economic growth.

Previous research on BUMDes reviewed the role of BUMDes for rural development which found that the presence of BUMDes was able to reduce population movement from villages to cities and BUMDes freed rural communities of micro entrepreneurs from the trap of loan sharks (Ni Kadek Sinarwati, 2019). BUMDes in Karangasem Regency were found to play a positive but not significant role in entrepreneurship, performance and welfare of craftsmen. This condition occurs because the existence of BUMDes has not been widely known by craftsmen. The funds available in BUMDes are still prioritized to be given loans to target communities with weak economies, not lent to craftsmen (Ni Kadek Sinarwati, Marhaeni AAIN, I Made Suyana Utama, 2020). BUMDes was found to play a role in reducing rural unemployment, improving the welfare of rural communities and being able to contribute to village independence (Agunggunanto et al., 2016); (Anggraeni, 2016); (Kasse et al., 2020); (Wicaksono et al., 2019).

The contribution of BUMDes to rural development is inseparable from government support for the development of BUMDes. Allocation of Village Funds for BUMDes, the BUMDes revitalization program has had a positive impact on the business

development of BUMDes (N. K. Sinarwati et al., 2020). Legal certainty, funding support from the government and support from rural communities have made BUMDes perform well (Zulkarnain, 2013);(Qosjim, 2017). Although there has been a lot of research studying BUMDes, research on digitalization of BUMDes in realizing equitable village economic growth is still limited. This condition motivates this study to conduct research on the digitalization of BUMDes in realizing evenly distributed village economic growth, amid the incessant issue of digitalization and uneven economic growth or gaps in economic growth. This study aims to test the feasibility of the Android-Based BUMDes SAKU (Business Feasibility Analysis System) prototype in supporting the digitalization of BUMDes to realize equitable village economic growth. This research is important for two reasons: a) limited research on digitalization of BUMDes in realizing equitable village economic growth, b) this research supports government programs, especially the eighth Village SDGs program, namely equitable village economic growth.

Digitalization comes from the word digital, according to the Big Dictionary Indonesian online means related to numbers for certain calculation systems and related to scolding. Digitalization is defined by the process of giving or using digital systems. Digitization of business processes is shown by the use of digital technology in carrying out business practices, such as scheduling digital meetings, live streaming on social media, ordering, shipping, tracking and selling online. Digitalization in business processes was found to increase financial inclusivity and have a significant impact on the ability to access funding through micro business banking in several ASEAN member countries (Ong et al., 2023). Digitalization in business processes has a positive impact on the development and progress of the business in the form of a) increased business efficiency and effectiveness, b) increased understanding and experience of customers, c) supports expertise and knowledge transmission, d) increases awareness of the value of corporate culture, e) allows for the development of cutting-edge design skills by experimenting with content on various digital platforms and devices (Rossato & Castellani, 2020). BUMDes are legal entities and social enterprise institutions, as a for-profit entrepreneurial institution, digitalization of BUMDes is important to do to develop BUMDes business. Digitalization of BUMDes is intended as the use of information technology in the management of BUMDes.

Digitalization of BUMDes management administration helps administrators submit financial statements and accountability reports on the use and participation of capital that have been rolled out by the government, digitalization of BUMDes financial management encourages transparency and accountability of fund management. Digitalization of BUMDes financial management is one indicator that BUMDes financial management has been carried out well (Yuliani et al., 2021); (Rosari et al., 2022); (Aprillianto et al., 2022). Digitalization of BUMDes is not only in the field of administrative and financial management, but also in the field of marketing. Digitalization of BUMDes product marketing is one of the strategies that makes BUMDes able to survive in the Covid-19 pandemic era (Pratiwi & Novianty, 2020). The use of digital marketing in marketing BUMDes products in the long term is expected to make BUMDes an independent institution and involve the village economy towards a prosperous village (Sanjaya et al., 2020). The digitalization of *smart phone-based BUMDes*, at BUMDes Retno Sembodo, has implications for the digital transformation process in order to increase the business scale of BUMDes (Wardana et al., 2022). Digitalization of BUMDes both in the fields of administration and marketing contributes positively to the business development of BUMDes. Then what is the form of digitalization of BUMDes in realizing equitable village economic growth?

Economic growth is the increase in the capacity of a nation in the long run to produce various goods and services for its people. Such capacity rests on advances in production technology. The conventional approach measures economic growth using an increase in national income per capita (Abidin, 2014). Economic growth is one of the indicators of a country's welfare, economic growth is influenced by consumption and investment patterns (Sembanyang, 2011). The orientation towards economic growth of countries in the world has shifted. Now that the sustainable development goals (SDGs) have been set as the development agenda of countries in the world, economic growth must be followed by equity and even sustainability. The Government of Indonesia through the Ministry of Villages, Development of Disadvantaged Regions and Transmigrations sets SDGs up to the village level, abbreviated as Village SDGs. There are eighteen goals/indicators set out in the Village SDGs. Equitable village economic growth is the eighth goal of the Village SDGs. Indicators of evenly distributed village economic growth are 1) average village gross domestic product above thirty million rupiah (Rp 30,000,000); 2) formal sector workers at least 51 percent; 3) there is access to formal capital and MSMEs get access; 4) Open unemployment rate of 0 percent; 5) The Village Cash Intensive Program absorbs more than 50 percent of unemployment in the village; 6) The newly trained workforce reaches 100 percent; 7) The workplace has 100 percent Health and safety facilities; 8) tourists increased, and tourism contributed to 8 percent of the village's gross domestic product (*SDG's Indicator and Its Frequency*, n.d.).

Research on village economic growth reviews the effect of village fund allocation Research on village economic growth reviews the effect of village fund allocation, the existence of BUMDes and infrastructure development on village economic growth, with findings stating that there is a significant positive influence between the allocation of village funds, BUMDes and infrastructure on village economic growth (Rimawan & Aryani, 2019); (Ompusunggu, 2019); (Wirsa & Prena, 2020); (Candhra, 2020); (Hartojo et al., 2022). The difference between this study and previous research that reviewed village economic growth is that the approach to village economic growth in the previous research used an exclusive approach that only measured growth without being accompanied by equitable distribution of village economic growth as stated in the eighth Village SDGs.

RESEARCH METHODS

This research is a descriptive qualitative research that test the feasibility of the Android-based BUMDes SAKU (Business Feasibility Analysis System) prototype in realizing equitable village economic growth. The research is the second of three planned years. The first year has been carried out research development/*research and development* by constructing prototypes. The second year / this research tests the feasibility and the third year will be conducted research on the effectiveness of the SAKU BUMDes application in realizing equitable village economic growth. This year the prototype was tested using the *expert testing method*. Experts who become validators are business feasibility experts, professors of management science from the Faculty of Economics and Business, Udayana University Denpasar, BUMDes experts from BUMDes.id (BUMDes School) and system developer experts from the Information Management study program, Ganesha University of Education. The prototype feasibility test also involves prototype users, namely the Director of BUMDes in Bali Province, represented by the Chairman of the Regency/City BUMDes

Forum in Bali Province. The data collected in this study is primary data, namely responses from validators and prototype users submitted through questionnaires. Data analysis techniques using data collection, data reduction, data analysis and presentation.

RESULTS AND DISCUSSION

This research is a continuation of a 2022 study that developed Android-Based SAKU BUMDes which found that the prototype is user friendly and presents business feasibility analysis data complemented by SWOT analysis and Business Model Canvas (BMC) (N. Sinarwati et al., 2022). The statement items that indicate the validity of the prototype are 1) Quality of system service consisting of sub-indicators: a) physical appearance, b) reliability, c) responsiveness. 2) Quality of Information Systems with sub a) a) Flexibility, b) ease of use, c) reliability of the system. 3) Quality of Information with sub a) accurate, b) timely, c) relevant. The statement items in the questionnaire used to test the feasibility of SAKU BUMDes Berbasis Android refer to research (N. K. Sinarwati, 2020) which develops mobile-based accounting information system applications for MSMEs. Business Feasibility Analysis constructed using three calculations, namely Pay Back Period, Net Present Value, Profitability Index and decision determination referring to the calculation results are explained as follows. The formula for calculating Pay Back Period is

$$\text{Pay Back Period} = \frac{\text{Investment Amount}}{\text{Amount of profit}}$$

A viable business proposal is declared feasible to continue if the value of the payback period is smaller than the estimated project completion time, and vice versa if the value of the payback period is greater than the estimated project completion time, then the conclusion is that the business is not feasible to continue.

Net Present Value = Present Value Proceed – Present Value Outlays

Present Value Proceed = The sum of all proceeds after multiplying the interest rate

Present Value Outlays = Total initial investment of the business

The business proposal is declared feasible to continue if the Net Present Value is positive, and vice versa if the Net Present Value is negating the business proposal is not feasible to continue.

$$\text{Profitability Index (PI)} = \frac{\text{Amount of profit}}{\text{Investment Amount}}$$

A business proposal is declared feasible to continue if the PI value is greater than one and vice versa in the PI value is smaller than 1 the business proposal is not feasible to continue.

The results of validity tests conducted by business feasibility analysis experts, BUMDes experts and system development experts stated that 75 percent of these prototypes were able to present the data needed by BUMDes to help BUMDes compile business feasibility analysis. There are 70 percent of users stating that this prototype is useful for the business development of BUMDes. The SAKU BUMDes application that assists BUMDes operational implementers in compiling business feasibility analysis working papers. The preparation of this android-based business feasibility analysis provides convenience and speed in deciding whether a business proposal is worth continuing or not. The preparation of a business feasibility analysis is a must for BUMDes because it obtains capital participation from village funds as stipulated in the Minister of Home Affairs Regulation No. 20 of 2018, Article 28 paragraph 4 which states capital participation in Village BUMDes accompanied by a business feasibility analysis. Construction of an android-based BUMDes business feasibility analysis system is a form of digitization in BUMDes business processes. This research continues the research (Kusuma, 2012); (Purnamasari & Hendrawan, 2013); (Antika et al., 2014); (Improvement et al., 2015); (Sofyan, 2017); (Utami et al., 2021) who help micro entrepreneurs compile a computerized business feasibility analysis. The development carried out by this research on previous relevant research was found in two things, namely first, the business feasibility analysis system that was constructed was based on android, while the previous one was computer-based, the second business feasibility analysis system of previous researchers was partial while this system analyzed the feasibility of raw materials, marketing, human and financial resources simultaneously even this business feasibility analysis system was equipped with SWOT analysis and BMC analysis. The implementation of this business feasibility analysis system in BUMDes business activities is expected to realize equitable village economic growth which will be tested in the third year of research (2024).

CONCLUSION

This study aims to test the feasibility of the Android-based Business Feasibility Analysis System prototype of BUMDes. The achievement of the research objectives is evidenced by the responses submitted by validators and users who stated that the prototype developed deserves to be continued by making several revisions so that Android-based Business Feasibility Analysis System prototype of BUMDes provides greater benefits for the management of BUMDes. The implementation of Android-based Business Feasibility Analysis System prototype of BUMDes help BUMDes run their businesses helps accelerate the preparation of business feasibility analysis working papers. The two benefits of implementing Android-based Business Feasibility Analysis System prototype of BUMDes in running BUMDes business were first, complying with regulations, especially Minister of Home Affairs Regulation No. 20 of 2018 concerning Regional Financial Management. The second benefit for BUMDes in implementing Android-based Business Feasibility Analysis System prototype of BUMDes was that the business unit to be established will be more likely to succeed or the possibility of failure will be smaller because it has started with marketing analysis, human resources, raw materials, finance, SWOT and BMC. The implementation of Android-based Business Feasibility Analysis System by BUMDes was a form of digitalization of BUMDes in realizing equitable village economic growth.

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