

Digitizing BUMDes: Application, Opportunities, and Challenges in the Special Region of Yogyakarta

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Abstract: *This study analyzes the challenges, opportunities, and application of BUMDes digitization in the Special Region of Yogyakarta. This research uses a qualitative descriptive research type research method, with a literature study using secondary data obtained by analysis of previous research and several mass media. The results of the study state that there are several challenges and opportunities in the digitization of BUMDes. In the digitalization challenges, there are; first, the ability of human resources to carry out or play a role in this activity is considered to have still not used digital platforms or is more inclined towards manuals, secondly adaptation of habits that require a person to adapt to any situation, thirdly production capacity where products produced by BUMDes must meet and comply with market needs and the last is the quality of production, where this is also the same as before that the products produced must meet quality standards so that they can compete in the global market. As for the opportunities for digitization in BUMDes, such as reaching unlimited buyers by accessing the market and selling for a total time.*

Keywords: *Digitizing BUMDes, Opportunities, Challenges and The Special Region of Yogyakarta*

INTRODUCTION

Law No. 6 of 2014 concerning villages and Law No. 23 of 2014 regarding local government have positioned the town as a government organization that has the authority to regulate the community and manage the interests of the community based on local customs. (Wijayati, 2018). Village Owned Enterprises (Bumdes) is one of the local government organizations located at the village level. Since the establishment of Law no. 6 of 2014 regarding villages (Village Law), BUMDes has been widely discussed because the Village Law is based on the provisions of the articles contained in the 1945 Constitution relating to the regional government, but the most specifically associated with the existence of villages is Article 18 B paragraph (2) of the Constitution. 1954, namely: The state recognizes and respects customary law community units and their traditional rights as long as they are still alive and by the development of society and the principles of the Unitary State of the Republic of Indonesia, which are regulated by law (Herawati, 2016).

Table 1. Benefits of BUMDes commercially and public services

Commercial	Public service
BUMDes position as a commercial institution is able to create wider space for the community to increase income and also open up new job opportunities for rural communities.	In this case, BUMDes are not only engaged in the business sector, but BUMDes must also move in the interest of meeting the needs of the community through their contribution in the field of public or social services.

Sources : Data Processed by Author, 2022

The definition of BUMDes is a legal entity established by the village to manage businesses, utilize assets, develop products, and provide services and various business facilities for the welfare of rural communities (Anwar, 2021). Based on Permendesa PDT and Transmigration No. 4 of 2015, BUMDes was established to improve the village economy, increasing community business in managing the village's economic potential, developing business cooperation plans with third parties, and creating job opportunities (Finaka, 2017). In general, the perceived benefit of the presence of BUMDes is that it can increase the



community's economic growth, especially in the business sector or goods and services business. Meanwhile, in general, BUMDes has two benefits, namely commercial and public services (Purnomo, 2020).

To develop technology at the village level, local governments have begun to move towards digitalization by transforming BUMDes into BUMDes digitization. Digital transformation is needed in the Village-Owned Enterprises (BUMDes) sector, micro, small, medium, ultra-micro, and of course, cooperatives which are the backbone of the Indonesian economy. To digitalize BUMDes, the internet has become an essential tool because the internet has become a game changer for micro, small and medium enterprises (MSMEs) and Village Owned Enterprises (BUMDes) because it allows local business actors to enter the digital economy ecosystem (Media Indonesia, 2021). The Minister of Communication and Information, Johny G Plate, said that in improving the national economy, digital transformation is one of the government's fundamental steps that grows, one of which is BUMDes (Yulianto, 2021). Meanwhile, based on the total national gross domestic product (GDP), it was recorded that BUMDes, SMEs, and cooperatives contributed 61% and 21% of the three sectors that did digitally boarding. This is still quite far below the average of SMEs and Ultra micro ASEAN, which is in the range of 34%. In the future, the government will continue to encourage digital transformation to generate 50% or around 30 million of the 64 million SMEs for onboarding to the digital sector. Likewise, by inviting the BUMDes ecosystem and cooperatives (Kurniawan, 2021).

The digitization of the village government gradually began to develop in Indonesia, especially in DIY. Now villages in Jogja are starting to implement a digitalization system, especially for BUMDes in each town. For example, the BUMDes located in Bantul Regency are the Guwosari BUMDes and the Panggung Lestari BUMDes. Both are considered to have relied on digital design and are in line with the government's plan that focuses on increasing the love for digital-based local products (Purba, 2020). There is also the Tirtoadi Village in collaboration with BUMDes Tirtamas to launch the Tirtoadi Smart Village. To realize the Tirtoadi Smart Village, the Director of BUMDes Tirtamas provides 11 internet connection towers that can reach 15 hamlets in Tirtoadi (Razak, 2020).

Previous studies related to the digitization of BUMDes such as (Rahman, 2021) who in his research examines the implementation of the BUMDes digitization program in terms of

appropriate technology that has been carried out well; (Puspitorini et al., 2021) in his study conceptualized digitalization as a method in optimizing the management of BUMDes; (Rosari et al., 2022) reviewing the application of digital applications in the financial management of BUMDes in order to improve Human Resources; (Sanjaya et al., 2020) in his study focused on the application of marketing digitalization in BUMDes; (Oktariyanda, 2021) In his study, he focused on BUMDes understanding of digital marketing and village officials in producing local products; (Afkar et al., 2020) reviewing optimization in improving BUMDes finances, one of which is by compiling digital-based financial reports; (Priskila et al., 2020) examine the effectiveness of the marketplace and social media methods for digitizing the village economy through BUMDes; (Nirmala & Paramitha, 2020) reviewing village digitization, one of which is the BUMDes website in tourism potential; (Pratiwi & Novianty, 2020) reviewing the digitization of BUMDes as an effort to survive the COVID-19 pandemic; (Kosta et al., 2020) in his study using BUMDes digitization is very important during the covid-19 pandemic. Previous searches were also carried out by performing bibliometric analysis using VOSviewer. The results of the analysis can be seen in the following figure:

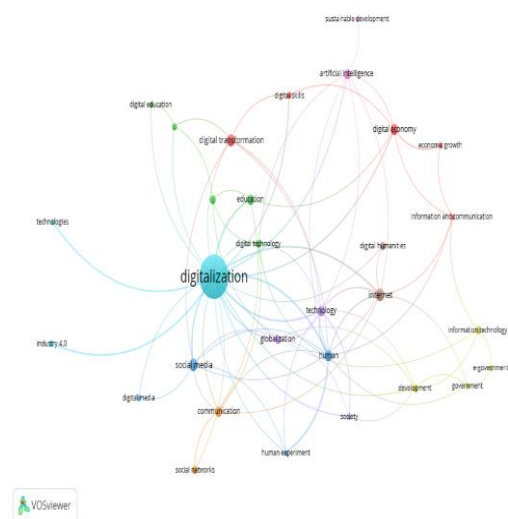


Figure 1. Bibliometrik Analysis use VosViewer
 Source: Data Processed by Author, 2022

Based on the results of previous research searches, which were analyzed using the Bibliometric VOSViewer, it can be seen that previous studies focused on the digital economy, digital information, the internet, technology, social



media, communication, and social networks. In addition, previous research has only focused on the implementation, effectiveness, and challenges to the digitization of BUMDes. The lack of research focuses on studies on the challenges and implementation mechanisms of BUMDes digitization. Therefore, this study aims to fill the research gap by studying the challenges and application of digitizing BUMDes in the Special Region of Yogyakarta.

Research Methods

This research uses a qualitative descriptive research type. According to Denzin & Lincoln (2011: 3-4) qualitative research is an attempt to rationalize and interpret or interpret the reality of life based on what is understood by the researcher. Therefore, this type of research usually involves some evidence in the form of field data that describes natural and problematic events from the life of each individual human being (Al-Hamdi et al., 2020). This research can facilitate researchers because this type of research is more detailed and in-depth, considering that this research also focuses on quality. There are three main principles used in measuring the quality of qualitative research according to Simon C Kitto, namely: (1) Rigour (overall and the determination of the use of the method), (2) Credibility (the meaning and findings are well presented), (3) Relevance (the usefulness of the findings) (M Rahardjo, 2012). The data sources in this study used secondary data obtained by analyzing libraries such as previous studies and a number of mass media that have relevance to the topic raised. The data obtained were analyzed using interactive modeling techniques including: data reduction, data presentation and drawing conclusions. In addition, data analysis uses qualitative data analysis software using Nvivo 12 plus software. The features used are crosstab analysis and mindmaps.

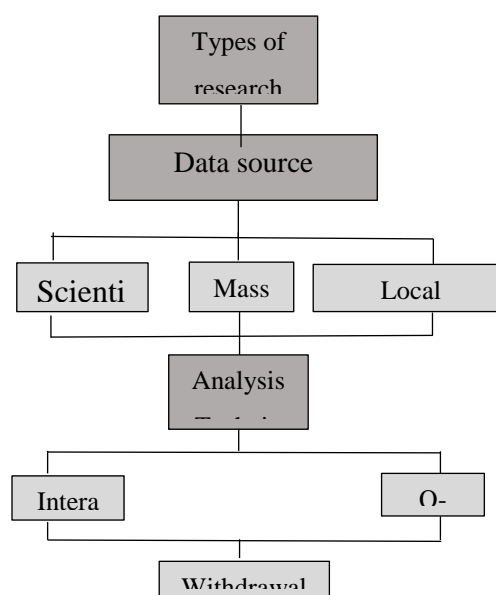


Figure 2. Research Roadmap
 Source: Data Processed by Pranaja, 2022

Result and Discussion

BUMDes digitization in DIY

In the midst of the Covid-19 pandemic, the village is the spearhead to move in the prevention and transmission of Covid-19. But on the other hand, villages are also required to be able to accelerate Indonesia's economic recovery through BUMDes. Therefore, the village must be able to return to its identity, which is to properly instill the concept of sharing. From the village and for the village is a real concept that can be done by villages in Indonesia. Villages must be able to eat from what they grow. This is the nature of the village which in the midst of this pandemic must be able to survive to make economic progress which must gradually improve. Therefore, to accelerate the economic growth of the village, it is necessary to initiate the establishment of BUMDes Digitization (Fikiantikasari, 2021). (Pramiana & Gilang, 2021) said that digitization through the use of technology was indispensable in developing micro-scale businesses in BUMDes. Likewise research from (Zukhri et al., 2017) who argues that digitalization in marketing where technology and information have a significant impact on BUMDes from conventional to digital.

Until now, the number of BUMDes in Indonesia is recorded at 50, 199 BUMDes, but unfortunately 92.5 percent of them have not been running well. In the context of accelerating Village Development, especially in the midst of the current Pandemic, the BUMDes Digitization Program is deemed feasible to support its implementation. The government through the Ministry of Disadvantaged



Villages and Transmigration (Kemendes PDTT) is currently promoting the Bumdes Digitalization program. Currently, an application has been launched aimed at BUMDes to record BUMDes throughout Indonesia (Sinarwati, 2019). Therefore, in supporting the digitalization transformation of BUMDes in Indonesia, now BUMDes in the Special Region of Yogyakarta have transformed into digitization, including:

1. The BUMDes located in Bantul Regency are the Guwosari BUMDes and the Panggung Lestari BUMDes. Both are considered to have relied on the digital system and are in line with the government's plan that focuses on increasing the love for digital-based local products (Purba, 2020).
2. BUMDes Bejiharjo: to be the manager of the Goa Pindul tourist destination based on digitalization in the form of a web (Imandiar, 2020).
3. BUMDes Tirtamas: launched the Tirtoadi Smart Village in collaboration with the digital-based Tirtoadi Village by providing 11 internet towers capable of reaching 15 hamlets in Tirtoadi (Razak, 2020).
4. BUMDes Sambimulyo: become the manager of the Tebing Breksi tourist attraction based on digitalization where the impact is felt, namely it is easier and more efficient to manage tourist objects (Pasha, 2020).

Opportunity

In the development of technology in the current digital era, many opportunities are created in every aspect of people's lives and have become the attention of all levels, including in villages. The application of technology in the village is in line with the development of the concept of information technology-based village development which is commonly called Smart Village. In transforming itself into a business entity that runs its business digitally using a digital platform or BUMDes go digital (Ghufron, 2021). In addition to the need because it is the era, the digitization of BUMDes is part of the Government's program, especially the Ministry of Villages. There are many opportunities and benefits from the digitization of BUMDes. There are 3 (three) variables in the opportunity indicator, namely timeliness, market access and cost. These three variables are explained in the crosstab analysis using the Nvivo 12 plus feature below:

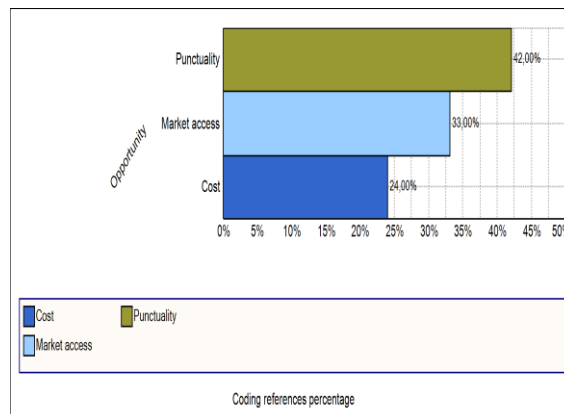


Figure 3. Cross Tab Analysis use Nvivo 12 Plus
Source: Data Processed by Pranaja

Based on the results of the Cross Tab Analysis using the Nvivo 12 plus feature, it can be seen that in the opportunity indicator there are three parameters, of which it can be seen that the timeliness parameter gets the highest percentage with 42%, followed by market access 33% and costs 24%. The first parameter is the determination of time which obtains a percentage of 42%, where the timeliness in question is the availability of information for decision makers when needed before the information loses the ability to influence a decision (Syahputri & Kananto, 2020). If it is associated with the opportunity to digitize BUMDes, punctuality is a strategy. (Indriastuti et al., 2021) said punctuality is the last strategy by increasing customer response to stay competitive, then in order to improve customer service, one of them is by increasing the frequency of product delivery. In this case, BUMDes must dare to implement a digital system in carrying out their business activities considering the many benefits that will be obtained through the use of this digitalization system, including being able to accelerate the transformation of business activities, accuracy and efficiency in exchanging information in large quantities or in other words the use of information technology is one a strategy that can increase the competitiveness of business enterprises (Sanjaya et al., 2020). The second parameter is market access with a gain of 33%. Market access is an illustration of the possibility of a company or seller to enter a particular market. When market access is open, this means sellers can easily enter the market (Nasrudin, 2019). If it is related to the digitization of BUMDes, increasing market access is very necessary when the strengthening of business groups has been successfully implemented.



Challenge

In the digital world not only offers great opportunities and benefits for the public and business interests. But it also challenges all areas of life to improve quality and efficiency in life. The use of various technologies is indeed very easy to live, but the digital lifestyle will increasingly depend on the use of mobile phones and computers. The development of technology in the digital direction is currently growing rapidly. In this digital era, humans in general have a new lifestyle that cannot be separated from all-electronic devices. Technology is a tool that can help most human needs (Setiawan, 2017). Likewise, what happened to the digitization of BUMDes. In its transformation towards digitalization, BUMDes not only bring opportunities, benefits of convenience, but also there are several challenges that must be overcome by BUMDes so that they can compete in the market. There are at least four challenges that must be faced by BUMDes in this digital era, namely: human resource capabilities, habitual adaptation, production capacity and production quality (Kompasiana, 2022). These four challenges will be explained in the crosstab analysis using the Nvivo 12 plus features below:

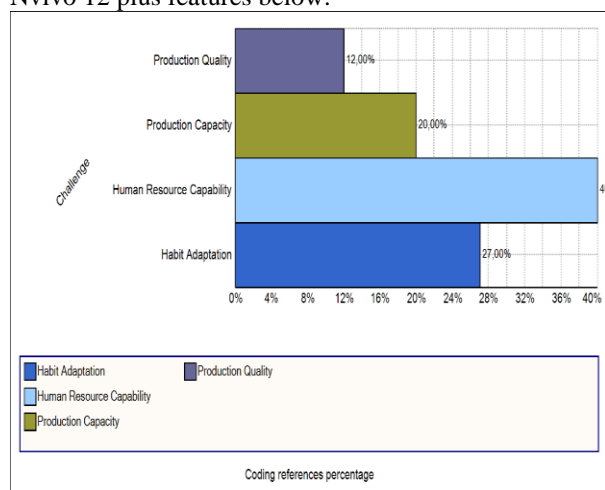


Figure 4. Cross Tab Analysis use Nvivo 12 Plus
 Source: Data Processed by Pranaja

Based on the results of cross tab analysis using the Nvivo 12 plus feature, it can be seen that in the challenge of digitizing BUMDes there are four parameters, of which the four parameters show that the parameter of human resource capability reaches the highest percentage with 40%, followed by habitual adaptation 27% then production capacity 20% and production quality 12%. The first parameter, namely the ability of human resources, means that the challenge of digitizing BUMDes is influenced by the ability of human

resources, the increasing quality of human resources, the easier it is to adjust to the digital era so that it is easier to realize the digitization of BUMDes. This is in line with research from (Puspitadewi, 2019) who said that the digital competence possessed by human resources would certainly encourage work effectiveness, because the digitalization era resulted in changes in the way people think, live, and relate to one another. Significant changes in technology have led to changes in other fields such as economics, social and politics. Of course this will also affect the changing needs of human resources. Findings from (Nurharyanto et al., 2021) added that in forming quality, innovative and competitive human resources, it is not just doing work as a task, but what is needed is more ability, namely being able to keep up with the times and dynamic conditions.

The second parameter is habitual adaptation which gets 27%. This means the adaptation stage in entering the digitalization era. Adaptation is needed in entering various situations. Especially in this modern era which emphasizes adapting quickly to survive in the midst of the rapid changes that occur in the digital era. In responding to the digitalization era, BUMDes must immediately adapt by adapting so as not to lose to other BUMDes that have turned into BUMDes digitization and so that they are not out of date. The Ministry of Villages, Development of Disadvantaged Regions and Transmigration noted that currently as many as 1,852 BUMDes have entered the e-commerce ecosystem by actively marketing their superior products through social media (Akbar, 2021). The third parameter is Production Capacity which gets a percentage of 20%. In general, production capacity can be defined as the volume or number of products that can be produced by a production facility or company in a certain period using the available resources at that time (Bachtiar, 2018). As for this finding, the production capacity in question is that the products produced by BUMDes must meet market needs. (Joewono et al., 2019) said that before carrying out the production process, entrepreneurship training is needed in BUMDes groups so that a sense of enthusiasm arises so that the products produced are in accordance with market desires.

Finally, the fourth parameter is the quality of production which gets a percentage of 12%. The production quality in question is that the products produced by BUMDes must meet quality standards, so that they are worthy of sale. In this fast-paced technology era, it requires BUMDes to be able to manage their products according to market needs, which now always want fast-paced services. The



existence of technology, namely the internet, certainly has a large enough role in helping BUMDes, one of which is by branding the products they have and introducing them to the public through technology (Boer et al., 2019) . (Fourqoniah et al., 2021) said that to expand marketing channels, BUMDes should open a website/website/e-commerce and send offer letters to partners to close the distance between producers and consumers. In correspondence, archiving skills are needed to organize and manage the letter. Furthermore, packaging is one of the most important elements in a product so that the product has its own charm and brand. In addition to improving branding, marketing channels and attractive packaging, it is necessary to improve the quality of trained and competitive Human Resources.

Conclusion

In this study, general conclusions can be drawn, namely; First, BUMDes in DIY are slowly starting to transform themselves towards digitalization, this is because the times are increasingly advanced and developing, therefore the government is trying to encourage both BUMDes and SMEs towards digitalization with the aim of being able to improve the village economy. Second, there are many opportunities and benefits from the establishment of the digitization of BUMDes, one of which is with a digital platform, being able to access a wider market so as to be able to reach unlimited buyers. Third, in realizing the digitization of BUMDes, there are many challenges that must be faced, such as: human resource capabilities, adaptation of habits, production capacity and production quality.

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