

ABSTRAK

Nur Fadli, Inovasi dalam Pengelolaan BUMDes untuk Meningkatkan Kesejahteraan Warga Desa Bontolangkasa Selatan Kecamatan Bontonompo Kabupaten Gowa.

Penelitian ini bertujuan untuk mengetahui inovasi dalam pengelolaan Badan Usaha Milik Desa (BUMDes) yang efektif dalam meningkatkan kesejahteraan masyarakat di Desa Bontolangkasa Selatan. Penelitian ini dilatarbelakangi oleh pentingnya pengelolaan BUMDes yang inovatif sebagai upaya mengoptimalkan potensi desa, meningkatkan pendapatan masyarakat, menciptakan lapangan kerja, dan memperkuat perekonomian desa berbasis potensi lokal.

Metode penelitian yang digunakan adalah penelitian kualitatif dengan tipe deskriptif. Informan penelitian dipilih secara purposive, meliputi kepala desa, pengurus BUMDes, perangkat desa, pelaku usaha lokal, tokoh masyarakat, dan warga penerima manfaat program BUMDes. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan kondensasi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa inovasi pengelolaan BUMDes dilakukan melalui pengembangan produk dan jasa berbasis potensi lokal, peningkatan proses pelayanan dan tata kelola usaha, digitalisasi pemasaran, serta peningkatan partisipasi masyarakat dalam kegiatan usaha desa. Penerapan inovasi tersebut memberikan dampak positif terhadap peningkatan pendapatan masyarakat, terbukanya peluang kerja baru, serta meningkatnya partisipasi warga dalam pembangunan ekonomi desa. Namun demikian, pengelolaan BUMDes masih menghadapi beberapa kendala, seperti keterbatasan sumber daya manusia, rendahnya kemampuan teknologi, dan terbatasnya akses permodalan.

Kesimpulan penelitian ini menunjukkan bahwa inovasi dalam pengelolaan BUMDes memiliki peran penting dalam meningkatkan kesejahteraan masyarakat desa. Oleh karena itu, diperlukan penguatan kapasitas pengelola, dukungan pemerintah desa, serta pemanfaatan teknologi dan kemitraan strategis agar pengelolaan BUMDes dapat berjalan lebih efektif dan berkelanjutan.

Kata Kunci: Inovasi, Pengelolaan BUMDes, Kesejahteraan Masyarakat, Pemberdayaan Desa.

ABSTRACT

Nur Fadli. Innovation in BUMDes Management to Improve the Welfare of the Community in South Bontolangkasa Village, Bontonompo District, Gowa Regency.

This study aims to identify effective innovations in the management of Village-Owned Enterprises (BUMDes) to improve community welfare in South Bontolangkasa Village. The study is motivated by the importance of innovative BUMDes management in optimizing village potential, increasing community income, creating employment opportunities, and strengthening the village economy based on local resources.

This research employed a qualitative descriptive approach. The informants were selected purposively and consisted of the village head, BUMDes administrators, village officials, local business actors, community leaders, and residents who benefited from BUMDes programs. Data were collected through observation, interviews, and documentation. The data analysis techniques included data condensation, data presentation, and conclusion drawing.

The results of the study indicate that innovation in BUMDes management was implemented through the development of products and services based on local potential, improvement of service processes and business governance, digital marketing, and increased community participation in village business activities. These innovations had a positive impact on increasing community income, creating new job opportunities, and enhancing community participation in village economic development. However, BUMDes management still faces several challenges, such as limited human resources, low technological capability, and limited access to capital.

The study concludes that innovation in BUMDes management plays an important role in improving community welfare. Therefore, it is necessary to strengthen the capacity of BUMDes managers, increase support from the village government, and optimize the use of technology and strategic partnerships to ensure more effective and sustainable BUMDes management.

Keywords: *Innovation, BUMDes Management, Community Welfare, Village Empowerment*