
**BUMK AS A GROWTH CENTER FOR EMPOWERMENT
VILLAGE POTENTIAL IN DEVELOPMENT OF
GREEN ECONOMY IN LABANAN MAKARTI VILLAGE
BERAU REGENCY**

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Abstract

One aspect of national development is the economic aspect. Economic development is the focus of national development. Efforts to improve the national economy will be achieved through economic success at the regional level, namely the village. One of the village economic development policies is through the establishment of economic institutions that are fully managed by the community, which in principle originates from the community and returns to the community. The economic institution is called BUMDes or BUMK. The development of Surya Jaya Abadi BUMK will be maximized if it uses the green economy concept.

The purpose of this study was to determine the extent to which BUMK Surya Jaya Abadi empowers village potential and to see how far BUMK Surya Jaya Abadi is in developing a green economy in Labanan Makarti Village. This study used a qualitative descriptive method, where the source of the data was obtained from an interview with the Chairman of BUMK Surya Jaya Abadi. Data analysis in this study is to describe the results of interviews that have been obtained.

The results of this study indicate that BUMK Surya Jaya Abadi has succeeded in proving its role in the development of a green economy. In addition, BUMK Surya Jaya Abadi has also succeeded in empowering the potential of villages in Labanan Makarti Village in accordance with the green economy concept. Empowerment of village potential has been able to improve the local economy of the surrounding community. Among them are by opening employment opportunities, being able to become a market for agricultural products from within the village, being able to provide easy access to capital for farmers, and others that are in accordance with the main objectives of the green economy.

Keywords: BUMK, Village Potential, Green Economy Development

INTRODUCTION

National development is an effort made by the government to realize the country's goals by improving all aspects of life involving the community, nation and state. One aspect of national development is the economic aspect. This economic aspect is a sensitive aspect, where every policy taken by the government will have a direct impact on the community.

Economic development is the focus of national development. This is because the economy is the main driver, driver, reinforcement and has links with other aspects of development in order to achieve the goals and objectives of national development. This national economic development effort will depend on economic development at the regional level. The success of economic development at the regional level will depend on economic development at the smallest regional level, namely the village.

According to Law Number 6 of 2014, a village is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, the interests of the local community based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the unitary state government system. Republic of Indonesia. Because national economic development will depend on how the village's economic development is, the existence of the village must receive serious attention from the government through related policies. Economic development in rural areas must be carried out by actively carrying out economic activities that will have an impact on the welfare of the community, which in the end is expected to be able to lift people out of poverty.

One of the village economic development policies is through the establishment of economic institutions that are fully managed by the community, where the principle is from the community and returns to the community. This economic institution was established based on the economic potential that can be developed in the area. These economic institutions are known as Village-Owned Enterprises (BUMDes). According to Dewi (2014), the purpose of BUMDes is to optimize the management of existing village assets, promote the village economy, and improve the welfare of rural communities. The nature of BUMDes business is profit oriented. The nature of business management is openness, honesty, participatory and fair. And the functions of BUMDes are: as a driving force for the village economy, as a business institution that generates Village Original Income (PADes), as well as a means to encourage the acceleration of improving the welfare of rural communities.

Of the many BUMDes in Berau Regency, one of the BUMDes that is actively producing is the Surya Jaya Abadi BUMK (Village Owned Enterprise) which is located in Labanan Makarti Village, Teluk Bayur District. BUMK Surya Jaya Abadi is engaged in animal husbandry, namely laying hens. The presence of Surya Jaya Abadi BUMK has a role in local economic development, such as meeting the needs of the community around job openings, and so on. In addition to its role in local economic development, the existence of Surya Jaya Abadi

BUMK has also succeeded in empowering the potential of villages in Labanan Makarti Village.

Surya Jaya Abadi BUMK will increase if it is balanced with the application of the green economy concept in its development. According to Suhendik (2012), Green economy is one way that can be environmentally sustainable, in addition to honing the creativity of the community, the green economy can also help provide comfort to the community because environmentally friendly technology is also new product innovation that can be recycled so that it can reduce pollution. UAT (air, water, soil). Nasrudin (2019) revealed that in a green economy, economic development compromises three main objectives, namely economic welfare, environmental friendliness and social insight. Based on the main goal of the green economy, it is very suitable if BUMK Surya Jaya Abadi is developed with the concept of a green economy.

Another thing that supports the application of a green economy at BUMK Surya Jaya Abadi is the focus of BUMK Surya Jaya Abadi which is engaged in animal husbandry, of course a lot is related to nature, both inputs and waste generated. Moreover, seeing the natural condition and its issues which are getting more and more alarming day by day. The concept of Green Economy is expected to be a way out, a bridge between development growth, social justice as well as being environmentally friendly and saving natural resources. Of course, the new Green Economy concept will produce results if we want to change behavior (Zulfikar et.all, 2019).

The theoretical basis built in this research or paper is based on the theory of Environmental Economics and its derivatives, which of course are interrelated in one root of knowledge, solely built to support scientific arguments in their application. The grand theory that was built cannot be separated from the context of his current research, namely trying to further examine the Surya Jaya Abadi Village Owned Enterprise (BUMK) as a Growth Center for Village Potential Empowerment in Green Economy Development in Labanan Makarti Village, Berau Regency. Supported by several previous studies whose main theory is Environmental Economics as a Grand theory, then Green Economy as a middle theory and sustainable development as a micro theory, because the village government also makes Labanan as a stopover place for residents who want to continue their journey to the inland areas, either Kelay, Segah , as well as other regions of East Kalimantan Province, considering that this is indeed a provincial route.

In its marketing activities, some information by the village government has prepared for the community posters and calendars about the village of Labanan which is also currently being used as a choice for agribusiness tourism and fishing tours and lakes surrounded by oil palm plantations as a beautiful place to spend time with family and this is also in line with the above. what he did to developing countries as studied by Batara Surya (2021). The combination of qualitative and quantitative research he did to find out the pattern of agropolitan area development on regional economic growth, and the results of the analysis confirmed that the development of rural agribusiness-based agropolitan areas had

a significant effect on increasing community economic production and ecosystem sustainability.

In Danhas (2021), economics is defined as the study of human behavior in choosing and creating prosperity. The word economy itself comes from the Greek words, *oikos* which means family, household, and *nomos* which means regulations, rules, norms and laws. While the science that studies the environment is ecology. Ecology comes from *oikos* = environment and *Logos* = science. Thus, the environment is defined as a container that is outside an object, where there is interaction between the object and the components in the external container.

Between the economy and the environment, there is a correlation that affects each other. According to Danhas (2021), the correlation between the economy and the environment can be drawn as follows:

1. Humans in their lives always interact with their environment. In the human environment, there are components in the form of living things, including other humans and inanimate objects such as air, water and soil.
2. Humans need environmental resources. Resources are tools to meet human needs. These human needs can be in the form of consuming directly from nature or taking as raw materials for the production process.
3. Human needs are not limited, will be faced with limited resources in the environment. So that humans both individually and in groups (society) will try to maximize their satisfaction (get their needs) and give birth to choices in the process of utilizing these natural resources.
4. Limited resources, not only caused by natural factors, but can also be caused by human behavior itself towards a type of resource. All the limitations of natural resources, can be called resource limitations.
5. The environment can cause harm to humans, if there is a change in the ecosystem which then has an impact on the quality of human life

Thus, we can observe that in fact Economics will directly intersect with the environmental realm. Meanwhile, the environment is very complex, so that the theories and concepts of Economics that enter the realm of the environment are not simple. Environmental issues in the economic perspective, gave birth to a new discipline in scientific concepts. This was the forerunner of Environmental Economics in the beginning and has grown to this day (Danhas, 2021).

Environmental Economics is a science that studies human behavior or activities in utilizing limited natural resources (SDA) and their environment so that the function or role of natural resources and the environment can be maintained and even their use can be increased in the long term or sustainably. In addition, citing the National Bureau of Economic Research, environmental economics conducts theoretical or empirical studies of the economic effects of national and local environmental policies around the world. Specific issues include the costs and benefits of alternative environmental policies to address air populations, water quality, toxic substances, solid waste, and global warming (Danhas, 2021). It can be concluded that, in Environmental Economics, the fundamental thing that is studied, studied and studied is the impact of human economic activities on the environment. This is the underline to determine the true scope of Environmental Economics.

According to Yasa (2010), the green economy is contrasted with economic development models that rely on fossil fuels, such as coal, oil, and natural gas. The green economy is based on knowledge and technology which aims to see the interrelationships between human resources and natural ecosystems and minimize the impact of human economic activities on climate change and global warming. According to the United Nations Environment Program, a green economy is an economy that is low in carbon (low carbon economy) or does not produce environmental emissions and pollution, natural resource efficiency (resource efficient), and social justice related to income per capita and poverty (socially inclusive). (UNEP, 2011). Green economy aims to improve human welfare and economic growth in tandem with human development and the environment.

Sudariyono in Yasa (2010), mentions that the green economy is able to change economic practices that emphasize short-term profits and damage the environment into a more environmentally friendly economy.

Sustainable development is a concept that aims to create a balance between the dimensions of development, such as economic, social and environmental. Sustainable development has two key concepts, namely:

1. Needs, namely awareness of the needs of the poor in developing countries.
2. Limitations, namely the limitations of technology and social organization related to the capacity of the environment to meet the needs of current and future generations.

Kotler and Lee in Zulfikar et all (2019) identify several program options for companies to carry out initiatives and activities related to various social issues as well as a form of commitment to corporate social responsibility. The options are as follows:

1. Cause promotions, namely contributing in the form of funds or fundraising to grow and increase public awareness of certain social problems.
2. Cause-related marketing, is a form of company contribution by setting aside a certain percentage of its income as a form of donation for certain social problems, within a certain period of time or for certain products.
3. Corporate social marketing, is a form of company assistance to assist the development or implementation of campaigns with a focus on changing certain behavioral patterns that have a negative influence.
4. Corporate philanthropy, is a company initiative by contributing directly to a charitable activity, usually in the form of donations or cash donations.
5. Community volunteering, is a form of activity where the company provides assistance and encourages employees and business partners of the company to voluntarily get involved and help the local community.
6. Socially responsible business practices, which is an initiative where companies will adopt and implement certain business and investment practices aimed at improving the quality of the community and protecting the environment

METHOD

The location of this research is in Labanan Makarti Village, Teluk Bayur District. The selection of this location is based on the suitability of the chosen topic, and this Surya Jaya Abadi BUMK has been in the public spotlight related to its success in developing and managing BUMK which is engaged in animal husbandry. So it was decided to conduct research at BUMK Surya Jaya Abadi, Labanan Makarti Village, Teluk Bayur District

This type of research is descriptive research, which identifies the internal and external environment of BUMK Surya Jaya Abadi Kampung Labanan Makarti. This study uses a qualitative approach because it is based on reality and events that occur in the field. This is in accordance with the description according to Indrawan in Nurgiansah (2018) saying that: "Basically, qualitative research methods are intended for research that is observing cases. Thus, the process of data collection and analysis is case in nature. Because of this specificity, qualitative methods are often used by practitioners such as teachers, consultants, managers, or field extension workers.

The data collection technique in this research is interviews, where the person who acts as a resource is the Chairman of BUMK Surya Jaya Abadi, namely Mr. Suwardi. In this interview, the research explores deeper information about Surya Jaya Abadi BUMK, whether it's about the business profile, ongoing activities, development potential, and the success of Surya Jaya Abadi BUMK in local economic development. The results of this interview are called primary data, namely data obtained directly.

Data analysis technique in this research is triangulation technique. According to Rahardjo (2010), triangulation is essentially a multi-method approach that researchers use when collecting and analyzing data. The basic idea is that the phenomenon under study can be well understood so that a high level of truth can be obtained when approached from various points of view. Based on the opinion of Norman K. Denkin in Rahardjo (2010), this research belongs to the triangulation method. Method triangulation is done by comparing information or data in different ways. As is well known, in qualitative research researchers use interviews, observations, and surveys. Through various perspectives or views, it is hoped that results that are close to the truth are obtained. According to Rahardjo (2010), triangulation is very important in qualitative research, although it certainly adds time and costs and energy. But it must be recognized that triangulation can increase the depth of understanding of researchers, both recognizing the phenomenon under study and the context in which the phenomenon occurs.

This study focuses on the data obtained during interviews with informants. By using the triangulation technique, researchers focus on the data obtained, not data recorded in the form of numbers, but in the form of a complete explanation. The data is then analyzed according to the topics raised in this study.

RESULTS AND DISCUSSION

This study provides an overview of the results of data collection through interviews with the Chairman of BUMK Surya Jaya Abadi. This interview discusses the role of Surya Jaya Abadi BUMK and the empowerment of village potentials in developing a green economy in Labanan Makarti Village. In

addition, this study also discusses the factors that influence the implementation of the green economy at BUMK Surya Jaya Abadi.

1. Surya Jaya Abadi BUMK Profile

The Village Owned Enterprise or commonly abbreviated as BUMK Surya Jaya Abadi is located in Labanan Makarti Village, Teluk Bayur District, Berau Regency. BUMK Surya Jaya Abadi was established in 2018 but only started operating in 2019. This is because operational preparations are quite long so it takes a long time. At this time, the Chairman of BUMK Surya Jaya Abadi is Mr. Suwardi, where Mr. Suwardi was a former Unit Head at the time BUMK Surya Jaya Abadi was founded.

Surya Jaya Abadi's BUMK business is engaged in animal husbandry, namely laying hens. The selection of this type of business is relevant to what Lestari (2022) stated, that the type of business managed by BUMDes has been regulated in a Ministerial regulation covering services, distribution of nine basic commodities, trading of agricultural products, and/or small and household industries and can be developed according to needs. village. At this time, the main objective of BUMK Surya Jaya Abadi is the development of the livestock population. This is because if there are more livestock populations, namely laying hens, then egg production will increase and the business profit will be even greater

2. The Role of Surya Jaya Abadi BUMK in the Local Economy towards Green Economy Development

When it was formed, Surya Jaya Abadi BUMK focused on livestock business, namely laying hens. Laying hens were chosen with the aim of meeting the need for eggs, especially in the Kampung Labanan Makarti environment. Given that only 60% of the demand for chicken eggs in Berau Regency can be met by local farmers, the rest must bring in eggs from outside Berau Regency such as Samarinda and Sulawesi. The existence of this opportunity has made Surya Jaya Abadi BUMK choose laying hens as its business.

In addition to meeting the needs of eggs in the village and also a great business opportunity, BUMK Surya Jaya Abadi's consideration in choosing the type of business is the large area of Kampung Labanan Makarti which is still very possible to build chicken coops, so as not to disturb the residents' settlements. Another reason for choosing the type of business run by BUMK Surya Jaya Abadi is the large number of residents of Labanan Makarti Village who work as farmers. This is a great village potential, which can be empowered to help facilitate the laying hens business in terms of the availability of chicken feed that comes from the produce of Kampung Labanan Makarti itself.

Judging from the selection of the type of business, Surya Jaya Abadi BUMK is able to see the opportunities that exist in Kampung Labanan Makarti, both opportunities for business and opportunities to empower the potential of the existing village. These existing opportunities, if developed properly, will help the local economy of the residents of Labanan Makarti Village. With the development of the local economy of Kampung Labanan Makarti, it is

expected to be able to increase the welfare of life for the people of Kampung Labanan Makarti.

The results of the study which were the results of an interview with the Chairman of BUMK Surya Jaya Abadi, Mr. Suwardi, were very relevant to Junaidi's opinion (2018). According to Junaidi (2018), that as stated in the law, BUMDes can be established according to the needs and potential of the village. The term village needs and potential refers to 5 points consisting of:

- a. Community needs, especially in meeting basic needs
 - b. There are village resources that have not been used optimally, especially village wealth and there is demand in the market
 - c. Human resources are available who are able to manage business entities as assets that drive the community's economy
 - d. The existence of business units which are economic activities
 - e. Partially managed community members and less accommodated.
3. The success of Surya Jaya Abadi BUMK in Village Potential Empowerment as a form of Green Economy Development

Based on the results of an interview with the Chairman of BUMK Surya Jaya Abadi, it can be concluded that there are several successes that have been achieved by BUMK Surya Jaya Abadi in empowering village potential as a form of green economy development. These successes are not only measurable materially, but success in achieving the goals of establishing BUMK. Some of these successes include:

- a. Able to increase livestock population
At the beginning of its establishment, the population of laying hens owned by BUMK Surya Jaya Abadi was 1,000 heads, and over time in 2022 it has increased to 3,500 heads. This is because the production of eggs produced from laying hens can be accepted by the market, resulting in an active turnover of capital which then the profits can be used to increase the population. Until now, the management of BUMK Surya Jaya Abadi still makes laying hens as the main focus because the egg production capability of BUMK Surya Jaya Abadi is only 40% of the incoming market demand, so the management continues to strive so that in the future BUMK Surya Jaya Abadi is able to meet the growing demand. enter.
- b. Able to create job opportunities
BUMK is a business entity that requires human resources as a driving force for its business. With the existence of Surya Jaya Abadi BUMK, it creates job opportunities for the community in Labanan Makarti Village, considering that BUMK was formed by the community and for the community. So that in fulfilling the required workforce, it also comes from the community in Labanan Makarti Village. This will then improve the welfare of the people of Kampung Labanan Makarti.
- c. Able to expand the type of business
After 4 years since its establishment and 3 years since it started operating, BUMK Surya Jaya Abadi has started to develop its business, namely carp farming. With the development of this business,

the economy of the people of Labanan Makarti Village will improve even more. But at this time, this goldfish farm is still in its early stages.

- d. Able to become a market for agricultural products from within the village

Many of the people of Kampung Labanan Makarti work as farmers, especially corn farmers. This is seen by Surya Jaya Abadi BUMK as an opportunity to collaborate with corn farmers to be able to sell their agricultural products to BUMK. The corn farming results were then turned over by BUMK Surya Jaya Abadi into animal feed. Thus, the availability of laying hens can be guaranteed and not rely on outside feed.

The purchase price of corn offered by BUMK Surya Jaya Abadi is in accordance with the market price. BUMK Surya Jaya Abadi does not necessarily set a price below the market price, so that the profits obtained by farmers are the same as when sold in the market. For farmers, this is actually more profitable because the 'market' is willing to buy their agricultural products. And for BUMK, this is also beneficial because BUMK will not feel burdened if feed prices increase or there is a shortage of chicken feed.

- e. Able to provide easy access to capital for farmers in Kampung Labanan Makarti

The collaboration between BUMK Surya Jaya Abadi and corn farmers in Labanan Makarti Village is not limited to buying corn for chicken feed. But Surya Jaya Abadi BUMK also provides access to capital for farmers. The capital provided is in the form of 2 types, namely: Free corn seeds provided by BUMK Surya Jaya Abadi to partner farmers during the planting season. This certainly gives happiness to the farmers around BUMK Surya Jaya Abadi because it can save production costs, and there is no need to worry about the availability of corn seeds in the market. Farming capital loan, BUMK Surya Jaya Abadi lends capital for farming to partner farmers. The return on capital is deducted from the money from the sale of corn that farmers sell to BUMK.

From some of the successes that have been achieved, it can be said that BUMK Surya Jaya Abadi has succeeded in developing a green economy through regional business entities and empowering the potential of existing villages. Material success can be seen from the continued increase in the population of laying hens so that it will bring even greater profits. In addition, it can also be seen from the expansion of the type of business that has begun to expand to carp farming. The success of local economic development from a non-material perspective can be seen from the opening of job vacancies for the community in Labanan Makarti Village, being able to become a market for agricultural products from Labanan Makarti Village itself, and being able to provide easy access to capital for farmers in Labanan Makarti Village.

The results of the research on the successful role of Surya Jaya Abadi BUMK in the local economic development of Labanan Makarti Village are relevant to what was expressed by Seyadi (2003) that the roles of BUMDes include:

- a) Build and develop the potential and economic capacity of the Village community, in general to improve their economic and social welfare.
- b) Take an active role in efforts to improve the quality of human life and society.
- c) Strengthening the people's economy as the basis for the strength and resilience of the national economy with BUMDes as the foundation.
- d) Strive to realize and develop the economy of rural communities.
- e) Helping the community to increase their income so as to increase the income and prosperity of the community.

CONCLUSION

Surya Jaya Abadi BUMK, which is located in Labanan Makarti Village, Teluk Bayur District, was established in 2018. Starting from 1,000 laying hens, now it has grown to 3,500. The role of BUMK Surya Jaya Abadi in developing the potential of the village can be seen from the type of business it runs, which is in accordance with the needs of the people of Kampung Labanan Makarti in terms of meeting the needs of broiler eggs, in accordance with village resources which are still a lot of large lands and the number of agricultural products in the form of corn. which can be used as chicken feed.

The success of Surya Jaya Abadi BUMK and the development of village potential in developing a green economy in Labanan Makarti Village include:

- a. Able to increase livestock population
- b. Able to create job opportunities
- c. Able to expand the type of business
- d. Able to become a market for agricultural products from within the village
- e. Able to provide easy access to capital for farmers in Kampung Labanan Makarti by providing free corn seeds and borrowing farm capital.

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