Development from the Periphery Village-Owned Enterprises, Women's Empowerment, and Information Technology

Rohim1, Imam Sunarto2, Muhamad Lutvi3
1,2,3 Department of Public Administration Science, Sekolah Tinggi Ilmu Administrasi Pembangunan
Email: rohim.annida86@gmail.com

ABSTRACT

find out development from the periphery or village through the management of village-owned enterprises (BUMDes), women's empowerment, and the use of information technology. This study uses a descriptive qualitative research method, with in-depth interviews with several key informants. The informant determination technique uses a purposive technique. Data analysis went through the stages of condensation, description and explanation, then finally interpretation. The results of the research are: first, village development through BUMDES. Second, empowering women by involving women in the structural management of BUMDES, and as MSME owners. Third, the use of social media as a promotion from the BUMDES business unit. In short, BUMDES is able to empower women and use information technology to improve rural development.

Keywords: Women's Empowerment, Information Technology, Village-Owned Enterprises.

INTRODUCTION

The assumption underlying the people-centered development paradigm is that human resources are the main determinant of development success. This assumption is based on the assumption that some countries with quality human resources will be able to achieve economic growth within two to thirty years with poor natural resources. Human resources are very important in achieving development performance.

In Indonesia, we can trace the concept of community-centered development within the framework of village-owned enterprises (BUMDes) as grassroots social institutions. BUMDes Agency is a village-based social agency dedicated to providing social services. The main objective of establishing a BUMDes is to improve the rural economy, support the village's original income, develop asset management according to the needs of the village community, and become a pillar of equitable economic development centered on the village. (Ilham et al., 2020). The development of BUMDes refers to the policy products of Village Law no. 6/2014 concerning Villages which was stipulated in 2014 (UURI No. 6 Tahun 2014). The law contains recognition and legal status of the village government system, supports the customary system and culture of village communities, supports increasing village community participation in the government system, and accelerates village self-reliance-based services. (Wahab et al., 2022).

(Kafabih, 2018) explained that to achieve development goals as contained in the Village Law, the government is following up on a funding scheme through Government Regulation no. 60/2014 concerning Village Funds. Through this funding program, the village government will be able to meet community service needs and support active community participation. Therefore,
the development of BUMDes is essentially synonymous with economic motivation, supporting village economic development based on community self-help resources and village communities (Nursetiawan, 2018; Bagus, 2020).

In current developments, the development of BUMDes faces many obstacles. These barriers often include organizational management and the competence of managers within the organization. Several previous studies have shown that the obstacles to BUMDes management lie in weak synergy between corporate actors and BUMDes in rural areas, weak marketing networks, and lack of facilities and infrastructure. (Wahab et al., 2022; Siagian, 2021; Nursan & FR, 2019; Nuryanti, 2019). Because of these various weaknesses, the main goal of BUMDes requires several supporting factors beyond pure capital, such as developing training and outreach, which are direct and contribute to increasing human resource capabilities and managing institutional assets. However, most of the previous studies have not looked at the involvement of women in BUMDes development. Similar studies tend to analyze the development of BUMDes in general without causing conflict and highlighting gender stratification in the rural development model in particular. To complement previous research, this research explores and digs deeper into the important role of women in BUMDes. Furthermore, the purpose of this research is to explore further the women’s empowerment program in the village and find out the involvement of stakeholders through small businesses that work together with BUMDes. The main hypothesis of this research is to be optimistic about women’s empowerment through BUMDes. Preliminary research studies show that there are two BUMDes that provide opportunities for women’s participation in their management; Binor Energy BUMDes in Binor Probolinggo Village and Sumber Sejahtera BUMDes in Pujon Kidul Village, Malang Regency. Even though they are in two different locations, the two BUMDes develop aligned innovations. First, innovation by developing the village’s potential to become a tourist village so that it can also support the development of micro, small and medium enterprises. Second, in managing BUMDes, both villages prioritize the role of women as the key to success. Third, the use of digital technology as an instrument for promoting tourist villages.

**Literature review**

**Development**

Development is often formulated as a process of planned change involving a process of improvement in life (Haryati et al., 2020). Pembangunan meliputi the process of improving the quality of all human lives (Ismail, 2020). In this sense, development includes three equally important aspects, namely improving people’s standard of living, creating conditions that can increase their sense of self-esteem, and developing freedom of choice by expanding the choices that can be chosen.

To achieve the development goals that have been set, there are five development strategies that underlie the implementation of development in a country, namely the welfare state, the new economy, the structural state, and the humanistic government state. However, according (Suliyastuti, 2004), of the five strategies that are widely implemented only three.

First, growth which emphasizes the Trickle Down Effect and growth theory. The concept of development, which was immediately embraced by millions of people in the Third World, is basically a reflection of the western paradigm of social change. Development is identified with moving step by step towards higher modernity. Modernity here reflects the form of technological and economic development and progress as achieved by industrial countries.
The next strategy is the Welfare State; emphasizes redistribution growth. (Adelman & Morris, 1973) argued that in the first stages, basic policies which only prioritized increasing the rate of growth or production, often did not support social justice for small communities. Because, in the first stage, the 5% of the highest structures in society will gain multiple benefits. Meanwhile, the small group, which is the lower 40%, has a low level of social welfare. The 20% at the top, on average, receive half of all income. In addition, it also considers that the essence of development is major social changes and therefore growth and development must be gradual to avoid accesses that can be detrimental to the development process itself.

**Gender**

The concept of gender was initially introduced by social scientists to explain the differences between men and women as part of something "given" or determined by God, and as part of culture formed from societal construction. This distinction is important because there is often a combination of natural and unnatural human traits (gender). This difference in gender roles is useful for reviewing the division of roles that has been attached to women and men in order to create a more effective way of depicting gender relationships that are dynamic, relevant and in accordance with social reality.

The concept of gender itself has given rise to several differences, for example in terms of roles, responsibilities, functions and even the space in which humans carry out their activities. The word gender itself is defined as differences in roles, status and function, responsibilities for both men and women as a result of socio-cultural construction that has taken root through the socialization process from one generation to the next. Therefore, gender is not something that is natural, but is dynamic and can be exchanged from one human to another depending on the culture in each respective region.

Referring to (Puspitawati, 2013) Gender itself can be defined as follows: Gender refers to the economic, social, political, and cultural attributes and opportunities associated with being female and male. The social definitions of what it means to be female or male vary among cultures and changes over time. Gender should be conceptualized as a set of relations, existing in social institutions and reproduced in interpersonal interaction. Gender theory is a social constructionist perspective that simultaneously examines the ideological and the material levels of analysis.

The two explanations above can be taken from the author's definition that gender is a term that contains social norms related to human gender. Sex is different from sex, sex is a term related to human biology, which means that in this case both men and women have reproductive organs. But gender here is understood more as a result of people creating roles for women and men.

**Women's Empowerment**

Empowerment is an effort made by the community, with or without external support, to improve their lives based on their own resources, through efforts to optimize power and increase their bargaining position. (Totok Mardikanto, 2019). Efforts to empower Indonesian women in development are an integral part of the national development process. Women's empowerment in various areas of life reflects equal rights, obligations, roles and opportunities between both parties, is in line with national philosophy and culture, and strives to achieve gender equality and parity. Gender equality is a dynamic condition where men and women have rights, duties, roles and opportunities based on mutual respect and appreciation and mutual support in various fields.
Empowering women in BUMDes supports the expansion of women's activities which have previously focused on the domestic domain to the non-domestic domain. (Rohim, et al., 2022). With the existence of BUMDes, activities that were previously for primary domestic needs have shifted to non-domestic activities to support the family economy. In short, BUMDes has opened employment opportunities for skilled women in rural areas.

In relation to BUMBDes, the author examines that so far the role of women has not been very visible. However, what must be known is that in managing BUMDes, the role of women behind them has quite a big influence in managing BUMDes Sumber Sejahtera. For the author, it is important to look at equality and equity to realize that men and women both have the same role. Forms of gender equity and justice that can be put forward are, for example, in terms of access, participation, control and benefits.

**Information Technology**

Information technology is a technique for collecting, preparing, storing, processing, publishing, analyzing, and disseminating information (UU, 2008). The rapid technology is characterized by a flood of information (Sudarsono, 2009). One application of information technology that is globalizing is the internet network. Through this network, it can be said that distances and boundaries are eliminated in spreading information access.

One of the information technologies is social media. Social media can be used for the benefit of positive or negative things, depending on the user. This research looks at how the use of information technology in village development efforts can have an impact on the village economy.

**METHOD**

The research paradigm used in this research is qualitative research with descriptive research type. The purpose of this descriptive research is research that describes in the form of descriptive words and not numbers so that what is collected becomes the key to what has been researched. (Moleong, 2019). Determination of informants in this study using a purposive sampling technique. Data collected was carried out by interviews with main sources. Meanwhile, additional resource persons were affected residents from Bumdes business units who were selected purposively. Secondary data (hard data) was obtained from field observations during field work. Data analysis goes through the stages of condensation, description and explanation, then finally interpretation is carried out (Huberman, 2014).

**RESULTS AND DISCUSSION**

Development from downstream or outskirts is development that starts from the countryside. The reason development starts from the countryside is because the majority of Indonesia consists of thousands of villages. One way the government does this is by providing village funds. Village funds are used to develop villages by establishing Village-Owned Enterprises (BUMDES). Village development looks at the village's potential in the form of human resources and natural resources. Natural resources that can be developed by creating or
developing tourist villages. The development of a tourist village can be successful if its management is able to use adequate human resources.

The development of a tourist village as a community empowerment program is intended to provide power as well as an effort to reduce poverty in an area by cultivating local potential in that area. (Mustangin et al., 2017). Through tourist villages, the community will benefit from the large number of tourists coming in and the benefits that are useful for improving the standard of living of the community. This is in line with (Regulation of the Minister of Tourism of the Republic of Indonesia No. 13/2018 concerning the Strategic Plan of the Ministry of Tourism for 2018-2019) namely the development of tourist villages (tourism villages) will stimulate tourism economic activity in rural areas so as to hinder the process of urbanization from rural communities to cities. The development of rural tourism will encourage the preservation of nature (among other things: landscapes, rice fields, rivers and lakes) which will ultimately have an impact on reducing global warming. Tourism village programs can make a positive contribution to community development.

**BUMDes Binor Energi: BUMDes Collaboration with MSMEs and Weekend Markets**

In 2020 BUMDes Binor Energi won a prestigious award, namely Second Place in the BUMDes Competition held by the Village Community Empowerment Service of East Java Province and First Place in the Community Development and Engagement category at the 2020 BUMDes Award by the Ten November Institute of Technology (ITS) Surabaya (Probolinggo Regency Government). To get this award requires hard work involving multiple parties with the key role being the village government and village internal institutions. A strong will accompanied by activities involving other parties to develop BUMDes produces an effective formula so that BUMDes succeeds in achieving its goals.

**Women empowerment**

**Initiation of BUMDes as a forum for women's empowerment**

The management of BUMDes Binor Energi is a form of taking the role of the Village Head as a female leader who sees the potential of the village which can be managed independently by the village to increase village income. (Rohim et al. 2022). Mrs. Hostifawati, as the village head, who initiated improvements to the management of tourist attractions, showed that Binor village beach has a lot of potential. This beach has good potential for economic activity because it has good coral and can be used for tourist activities such as snorkeling. Every year a traditional event is held, namely a meeting of the sea so as to create opportunities for cultural tourism. The tradition of gathering from the sea cannot be separated from the social life of coastal communities which manifests gratitude for income from the sea, community livelihoods and building the family economy. These components can be adapted to the objectives of establishing BUMDes and designing village economic empowerment programs. The majority of people in Binor Village make their living as fishermen, this is one of the pillars of village government in facilitating the development of employment opportunities outside of fishing. Meanwhile, women traditionally have businesses (product production) such as packaged stick products, in the form of mustard greens, celery, corn, red kale, cocoons and yellow twigs. These small businesses must be welcomed in various ways, especially through the development of a tourist audience. Before
BUMDes existed, people sold their products independently or individually at home. Based on these facts, BUMDes Binor Energi is partnering with UMKM Citra Lestari to empower the community by providing product manufacturing training and helping market products made by the community to be sold online, through social networks, or sold in BUMDes on the west and east coasts.

In addition to their processed products, MSMEs also help fishing communities by buying products caught from the sea, so that the community feels a huge impact because fish caught from the sea no longer need to be sold in large quantities outside the area as before. In this case BUMDes apart from being engaged in the tourism sector is also engaged in the culinary field. BUMDes facilitates the marketing and promotion of community businesses outside the region, so that business owners don't have too many difficulties in marketing. Based on the results of an interview with the Head of BUMDes Mr. A. Nur Hasan Daeroni explained that the food business is the most profitable business compared to the tourism business. This shows that the impact of tourist objects affects businesses located near tourist destinations. The community's economy is also growing and helping to meet family needs. Tourism village activities were the first to be introduced. The fact shows that the culinary business is in great demand by many people because it is based on the potential to increase the number of visitors and the ease of managing tourist objects. With its strategic location with cross-province roads, Binor Village has a great opportunity to be visited by tourists from other regions to buy culinary and business products. So travelers who want to travel to Banyuwangi, Bali or vice versa should stop by BUMDes Binor Energi first because the seafood food business run by this BUMDes has a different taste from seafood food businesses in other places. BUMDes managers can take advantage of this strategic geographical location as a way to promote the culinary business they lead.

BUMDes partners with local MSMEs and provides facilities for them to have strong institutional synergies to improve the village economy, including community welfare. One of the MSMEs that cooperates with BUMDes Binor Energi is Citra Lestari UMKM. This MSME focuses on fishery and culinary activities. With good cooperation, MSMEs' income has increased significantly, meaning that this BUMDes partnership has a positive impact because it can boost the community's economy. The steps taken to restore the condition of the beach environment over time have increased the number of visitors to Binor Beach. This potential was then utilized by the village government by building a market called Pasar Dewi Harmoni. The concept of this market is relatively simple, taking place once a week on weekends and is intended to meet the economic needs of the beach-going community. On the one hand, such weekly market allocations become the infrastructure to promote the annual ritual of gathering on the beach. In accordance with the name of the market, this beach is then dubbed the beach of the goddess of harmony. However, the overall program is still not enough to exploit the existing potential. The village government maximizes women's participation in the Family Welfare Empowerment Group (TPPKK) as a form of support for improving human resource development programs. This informal organization is used as a form of communication between women. At each meeting, the TPPKK routinely discusses how to optimize the existing potential in the village, this confirms the formation of BUMDes Binor Energi. In 2018, BUMDes was established with an investment of IDR 75 million. This capital is used to make paving, gazebos and stalls for villagers to sell local products. Over time, in 2019 BUMDes Binor Energi developed by building a new business unit on the east coast. The east side of the beach is called Bohay Beach, the new BUMDes business on this beach is engaged in the culinary and tourism business as well as selling local community
products. This is in line with opinion (Mustangin et al., 2017) who explained that the development of BUMDes rests on the roles of women in it. These women have the potential to make an important contribution to BUMDes development as well as local-based economic development.

Utilization of Information Technology

BUMDes Promotion through Social Media

In marketing promotions, BUMDes Binor Energi and BUMDes Sumber Sejahtera utilize social media and websites as the main tools. These social media include Instagram, Facebook, Instagram, and Youtube. Initially, the use of information technology was considered inadequate for marketing BUMDes products. Most of the women use conventional methods. However, as the journey progressed, women began to realize and use social media as part of BUMDes' marketing strategy after seeing how fast and efficient the circulation of social media information was. How BUMDes recommends its employees to post the latest information about tourist attractions in Binor village through their social media accounts and forms a special team to operate social media shows the seriousness of BUMDes managers in using social media as a domain.

BUMDes Sumber Sejahtera: Leadership and Development of Gender-Based Business Units

BUMDes, which was founded in 2015, initially managed funds channeled by the central government through village funds. Since the establishment of BUMDes, most of the budget priorities have been devoted to community empowerment. In mid-2017, the village government and BUMDes officials began to consider the potential for developing a tourism village idea. BUMDes explores business potential with several business units with their respective organizations. Women's participation in the management of BUMDes in the framework of human resources in the operations of their business units. The position of women in the organizational structure of BUMDes Sumber Sejahtera occupies strategic positions as chairperson and treasurer with a high school and undergraduate educational background (Asmuni et al., 2020). There are several considerations for women with adequate education being involved in the BUMDes structure. First, women are assumed to have skills in managing business units and finances. Second, women have astuteness in the administrative field compared to men. Third, orderly administration is something that must be considered because BUMDes must be able to present transparent and accountable financial reports. This report has an impact on the level of trust of BUMDes members and interested parties regarding BUMDes management. (Sonowal, 2013) in his research confirms that women's education affects women's empirical experience in their work. Education has an impact on efforts to build the economy. These aspects form the basis for considering the inclusion of women in organizational structures.

Women's involvement in BUMDes Institutions

In its management, BUMDes includes potential women as part of the human resources in operating the business units they own. There are two reasons why women become strategic partners of BUMDes. First, women's networks are more open. Village women have certain permanent forums. Many social issues are resolved in this forum. On the other hand, this forum is open for technical activities and financial management. Often these women join forums such
as the PKK, a forum for married women. Meanwhile, young and unmarried women have forums based on their interests and talents.

Second, village potential is now closer to women. The potential of village resources is linked to women's daily lives. Geographically, Pujon Kidul Village consists of agricultural land and livestock. Women are believed to be agents of empowering economic resources in villages so that BUMDes can manage them professionally. In general, women are more disciplined than men. Different interpretations of reality motivate women to use their instincts more than men who seem rigid and obsessed with the rationality of rules. (Hamidullah et al., 2015). (Falk & Hermle, 2018) explained that women's empathy for other people is more dominant than men, both in social contexts and work dynamics.

The absorption of women in BUMDes Sumber Sejahtera Pujon District includes 30 people in the production of typical batik crafts, the KRPL Women Farmer Group (Sustainable Food Friendly Families) with 15 members in the production of processed agricultural food products. Meanwhile in the health sector, BUMDes uses the Remaining Profits (SHU) for the distribution of additional nutrition in the Integrated Service Post (Posyandu) which involves Empowerment of Family Welfare (PKK) with 80 women members. (Nursan & FR, 2019) in his research shows that the completion of subjects by BUMDes depends on their potential, including in agriculture. In the development of BUMDes, this indirectly opens space for gender-based division of labor. The classification of women's and men's work in agricultural observation in Pujon village shows that men tend to work in the field of agricultural production. At the same time, women work in the marketing of agricultural products, especially food ingredients. In line with the findings (Termine & Percic, 2015) in his study which shows that the mobility of men tends to be greater than that of women, because men are more skilled in agricultural work, which can be seen in various villages. Based on data (World Bank, 2011) women's skills in household affairs which refer to their concern for their husbands, indicating women's attitudes and behavior outside the home such as in sales and administration.

Promotion using the Website
To achieve its long-term goals, BUMDes Sumber Sejahtera utilizes the village website as the spearhead for promoting tourism. The results of the study show that BUMDes have their own budget for website development and maintenance. The tourism village brand promotion center through the website shows that BUMDes promotion has been initiated and matured. This website is connected to social media such as Instagram and Facebook for support. This aims to attract investors and other parties to build cooperation. In line with research (Adhibah et al., 2022) who explained that BUMDes Sumber Sejahtera utilizes social media Instagram with the account name Pujonkidul and a web portal with the address http://pujonkidul-malangkap.desa.id as a promotional tool.

Research Limitations
This research is only limited to highlighting the role of women in managing BUMDes. So it doesn't focus too much on feminist views or certain aspects of the women's movement. This study is then limited to the use of information technology that has been developed so far without linking it to the Smart Village concept. This concept is inseparable from the contents of the village law to create village funds to encourage the development of meaningful initiatives to solve village administration management problems. (Saputra & Isnain, 2021; Yana et al., 2020). The smart
village concept aims to pursue new opportunities related to digital technology, networks and new services that support knowledge and innovative solutions for community business development.

CONCLUSION

Based on the research presentation, BUMDes provides wider space for women to develop their abilities. In this case, BUMDes not only makes an economic contribution to Village Original Income (PADES), but also provides a platform for women to actively participate in social class in the non-family sector. The success of BUMDes in this research shows that women's participation can accelerate downstream development. This is in line with national development goals which place gender equality within the framework of human resource development. Contextual priorities in the tourism industry provide guidance for rural economic development through BUMDes. One of these contexts involves geographical areas such as marine tourism in Binor Village and agrotourism in Pujon Kidul Village. The role of women in managing BUMDes in the two research cases is different in two ways. First, women's empowerment in Binor Village was initiated by the village head who is also a woman, while in Pujon Kidul Village, women are directly involved in the BUMDes organization. Second, the marketing promotion of BUMDes products and the Binor village tourism brand is managed by a special team appointed by the BUMDes head, while Pujon Kidul village uses the village website along with advertising support from the Ministry of Tourism. The two BUMDes demonstrated marketing promotion techniques not only based on conventional methods but also using modern information technology tools.

This research opens the door to successful gender-based BUMDes management in two villages in the East Java region. Future research should identify the long-term role of academics and practitioners in developing information technology that underlies product commercialization by business units within the BUMDes framework, including the smart village concept framework. Furthermore, further research can develop feminist theory as an effective tool for analyzing the development of BUMDes.

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