

Optimizing Marketing Management at BUMDes Tridadi Makmur and BUMDes Mekaring Pono Potorono in Increasing Revenue

Fitriyatunnisa¹, Usep Suhud², Agung Wahyu Handaru³

¹Department of Management, State University of Jakarta, Indonesia

²Department of Management, State University of Jakarta, Indonesia

³Department of Management, State University of Jakarta, Indonesia

Abstract

Village-Owned Enterprises, hereinafter referred to as BUM Des, are village businesses formed/established by the Village Government whose capital ownership and management are carried out by the Village Government and the community. The village business is a type of business in the form of village economic services such as service businesses, distribution of nine basic materials, trade in agricultural products, as well as industry and folk crafts. Village-Owned Enterprises will be better if in the village there are community business units that are the economic ties of the community that are managed in a perceived and accommodated manner to increase community income and original village income (Lutfia, 2021).

One of the economic institutions operating in Rural, BUM DESa must have a difference with economic institutions in general. This is intended for the existence and performance of BUM Desa able to make a significant contribution to improving the welfare of villagers. According to Law Number 6 of 2014, BUM Desa is a business entity whose capital is wholly or most of the capital owned by the Village through direct participation derived from the Village's wealth which is separated to manage assets, services, and businesses others for as much as possible the welfare of the village community (Bappenas Working Papers, 2018).

Keywords: BUM Village, Social Media Marketing, Digital Marketing, Member Participation, Quality Management, Product Innovation and Marketing Strategy.

BUM Desa designed to improve the village economy and welfare for the village community. BUM Desa As a village economic barn, it must be carried out in an integrated manner between the central government, the blood government, the village government, and the village community. BUM Desa can become the center of the rural economy, so that it can produce superior village products that can be marketed to the world *international* as a business entity whose capital is wholly or most wholly owned by the Village through direct participation derived from the separated Village wealth in order to manage assets, services, and other businesses for the maximum welfare of the Village community (Sulistyaningsih & Kodiman, 2021).

The status of BUM Desa is getting stronger and recognized after the passage of Law Number 11 of 2020 concerning Job Creation. Through this Law, BUM Desa is currently legal and recognized as a legal entity. As stipulated in Law Number 11 of 2020 concerning Job Creation, BUM Desa is defined as a Legal Entity established by the village and/or together with the villages to manage the business, utilize assets, develop investment and productivity, provide services, and/or provide other types of businesses for the maximum welfare of the village community.

As a follow-up to Law Number 11 of 2020 concerning Job Creation, the government then stipulated Government Regulation Number 11 of 2021 concerning Village-Owned Enterprises (BUM Desa) as its implementing regulation. Government Regulation Number 11 of 2021 regulates several issues regarding Village BUM that were previously not regulated, such as access to capital and loans, taxes or levies for Village BUM, to the transformation and integration of Village BUM, especially the Management of Community Revolving Funds of the former Rural Independent PNPM.

The strengthening of BUM Des after the enactment of Law Number 11 of 2020 concerning Job Creation is not only carried out through the stipulation of Government Regulation Number 11 of 2021 concerning Village BUM alone. Cross-sector ministries/institutions have also accommodated Village BUM in regulations related to their respective sectors. Strengthening Village BUM through the implementing regulation of Law Number 11 of 2020 concerning Job Creation can be seen in the following table.

TABLE 1. 1 STRENGTHENING VILLAGE BUM THROUGH IMPLEMENTING REGULATION OF LAW NUMBER 11 OF 2020 CONCERNING JOB CREATION

Rules	Statement
Government Regulation Number 5 of 2021 about the Implementation of Business Licensing Risk-Based	BUM Desa / BUM Desa Bersama can manage businesses using water resources (Article 105)
	BUM Desa / BUM Desa Bersama can try to utilize parts of non-toll roads and toll roads (Article 111)
Government Regulation Number 19 of 2021 about Maintenance Land Acquisition for Development in the Public Interest	BUM Desa / BUM Desa Bersama as the party that has the right to own/control the ownership of building objects and land for the public interest including reservoirs, dams, bending, terminals, parking lots, public markets, social facilities, public facilities, and public open spaces
Government Regulation Number 23 of 2021 concerning Forestry Implementation	Village BUM and Village BUM together have the right to become the holder of approval for the use of forest areas for development purposes outside forestry activities without changing the function and designation of forest areas, such as reservoirs, reservoirs, public facilities, etc. (Article 99)
	Village BUM and Joint Village BUM have the right to do business in the field of Product Processing Forests are mainly processed into sawn wood products with a production area of less than 2,000 m ³ and other small-scale processing of forest products (Article 163)
Government Regulation Number 29 of 2021 about the Implementation of the Trade Sector	BUM Desa and BUM Desa Bersama can manage the People's Market
Government Regulation Number 30 of 2021	Village BUM and Joint Village BUM can collaborate on motor vehicle type testing with the Central Government through the

Rules	Statement
concerning the Implementation of the Traffic and Road Transportation Sector	motor vehicle type testing implementing unit (Article 17); Examples of activities:
	i. Provision of facilities, testing equipment, and competent testing personnel with type test implementing units (Article 23)
	ii. Maintenance and repair and calibration of vehicles with type test implementing units (Article 23)
	Village BUM and Village BUM can jointly cooperate in the implementation of terminal implementation in the form of regional utilization intended for terminal facilities (Article 36)
	BUM Desa and BUM Desa Bersama can cooperate in terminal construction and terminal operation (Article 40)

Source: Document Synthesis, 2021

Government Regulation Number 11 of 2021 has also detailed regulations regarding the establishment, AD/ART, ownership of capital and assets, to accountability, distribution of business results, termination of business activities, and losses of BUM Desa. Meanwhile, more technically to regulate the development, implementation, and development of Village BUM in the future, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration has also stipulated Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 3 of 2021 concerning Registration, Data Collection and Ranking, Development and Development, and Procurement of Goods and/or Services of Village-Owned Enterprises/Joint Village-Owned Enterprises. As a technical regulation for determining the status of a Village BUM legal entity, the Regulation of the Minister of Law and Human Rights Number 40 of 2021 concerning the Issuance of Registration Certificates for Legal Entities of Village-Owned Enterprises / Joint Village-Owned Enterprises has also been stipulated.

Problems about the economy are very important. This indicates that with the increase in the economy of a region, the level of welfare also increases. In facing these problems, it is necessary to optimize the potential of the region both from natural resources, human resources and other sources of funds for regional economic development. One way in this economic development is by optimizing

superior products or superior commodities (Hardika & Putra, 2020). The existence of BUM Des is a consideration for the village government to channel the enthusiasm and participation of the community as an effort to develop the potential of the village and then manage it by utilizing village resources so as to create selling value, and optimize human resources in its management. According to Saragih, there are 5 objectives for the formation of BUM Des, namely (a) with the existence of village businesses, village finances can increase; (b) to reduce the unemployment rate in the village, because village businesses are able to develop community businesses; (c) encouraging the growth of the spirit to be entrepreneurial for the surrounding community; (d) social security providers; and (e) services (Yudiarno et al., 2021).

Given the very important role of BUM Des in driving the economy in the village, the village community is fully involved in the management of BUM Des with principles based on the needs, interests, and participation of the village itself. The working mechanism is arranged in such a way to support the economic activities of the community in a professional institution, by focusing on the utilization of the natural potential owned by the village (Finka et al., 2023). The quality of human resources, including village apparatus, can encourage more measurable planning, implementation, administration, and accountability mechanisms in the process of managing village funds from start to finish after being disbursed by the Central Government to the Regional Government (Harahap, let's see if you are going to be a 2020).

Currently, sales are done in two ways, namely by word of mouth and through the use of applications *Online* owned by BUM Des. Even though they have utilized the digital system, it turns out that there are still many people who do not know how to use it or even those who do not know the existence of the application. Product marketing carried out by BUM Des is still limited to the scope of local residents or is local. Digital marketing can be defined as a strategy in marketing products/services using electronic or internet-based devices with various tactics or strategies *marketing* and *media digital* (Widayanti & Oktafia, 2021).

When business actors do digital marketing, we as marketers can communicate directly with potential consumers in the field of *Online*. This allows the reach of marketing or information that we issue and promote can be seen by anyone who reaches out and interacts with the information from the products or services we offer (Widayanti & Oktafia, 2021). When marketing products or services run by BUM Des' business units, the target to be achieved is media users. Therefore, marketing teams need to be involved in the world of digital marketing and make offers or provide information to potential consumers through advertisements, emails, online brochures, and so on (Fadly & Sutama, 2020).

The presence of digital communication technology today has brought great innovations in the promotion of Information Technology (IT) products and services. It is proven that this technology is able to carry out marketing functions effectively and efficiently, with a wide range and the ability to facilitate a variety of content, including narratives, illustrations, and inexpensive and interactive videos (Rosari et al., 2022). Social media or social networks are the most frequently used platforms by the public. The available social networks sometimes have some differences. Some social media only focus on friendships such as Facebook, Path, Instagram, and Twitter, while others are specifically for finding and building relationships like what LinkedIn offers. In addition, there are also more personal media such as *electronic mail (e-mail)* and text messages. *Search engine* such as Google and Yahoo can also be empowered. In this way, business actors can also take advantage of blog media and personal websites (Wardani et al., 2023).

Based on this, the researcher conducted research on BUM Tridadi Makmur Village and BUM DES Mekaring Pono Potorono in Yogyakarta Province. *Digital marketing* is one of the promotional activities and market search through online digital media, by utilizing various means such as social networks. According to Mahalaxmi and Ranjth, *digital marketing* allowing advertisers to communicate directly with potential consumers without being hindered by time and geographic location. One of the best ways to overcome and minimize chaos and communicate directly with customers is to *digital marketing* (Noviana et al., 2022).

The position of the village as a scope of government that is closer to the community makes all village operational guidelines outlined by the central and regional governments important available and can be implemented. Efforts to improve welfare are carried out by seeking the establishment of sources of original village income (PADes). The source of income for the village can be in the form of a business entity, or a village-owned enterprise (BUM Des). This is because BUM Des was born as a new approach in an effort to improve the village economy based on the needs and potential of the village. The management of BUM DES is fully implemented by the village community, namely from the village, by the village, and for the village. However, the establishment and poor management of BUM Des can directly be counterproductive to the purpose of establishing BUM Des itself (Ajie et al., 2020).

The independence of the village community will be achieved when their income increases. According to Gunawan, the Village-Owned Public Agency (BUM Des) is a forum that is able to accommodate activities to increase the income of the village community, both activities that develop according to local customs/culture, as well as economic activities that are handed over to be managed by the community through government programs. BUM Des was formed with the mission of moving the wheels of the economy through optimizing the potential that exists in the village (Ridge, 2020). BUM Des in village development has a strategic role. The existence of a variety of potentials that a village has requires a group of people or institutions to develop (Sutiana, 2022). As is the case with BUM Des Tridadi Makmur which has succeeded in developing the potential in Tridadi Village into a tourist village, so that economic movement in the countryside is created, the Village BUM Management utilizes existing information technology to market products produced by Village-Owned Enterprises (BUM Des). The quality of the products produced is a challenge for them in marketing products with areas outside the village. Products or business units of BUM Des Tridadi Makmur include:

- a. Agricultural Sector Ornamental Plants : (Aglonema Castle, Agalonema Park)
- b. Tourism Sector : Puri Mataram

c. Livestock Sector : Mataram Sheep

Based on observations and interviews that have been conducted, the management of **BUM Des Tridadi Makmur** explained that *"there are obstacles to product marketing from these business units such as the lack of human resources owned by BUM Des, the quality of the products offered is not stable, the lack of promotional branding innovation in the form of content has not been maximized, the mastery of promotion on social media and market places has not been maximized"*.

The establishment of Village-Owned Enterprises (BUM Des) has made rural communities experience rapid changes economically, professional management governance will be able to provide financial improvements. The presence of BUM Des makes residents think creatively by presenting alternative resources or potential resources owned in one village.

The obstacle to BUM Des to progress is caused by the weakness of human resources as managers and the lack of public awareness to take part in supporting the activities carried out in BUM Des. In addition, the contribution from the village government is also very weak. The village head only formed BUM Des without a clear goal and motivation for the sustainability of BUM Des and very minimal capital participation, causing BUM Des to be hindered from progressing and developing. This is known by the lack of maximum BUM Des employees in the BUM Des management system and the lack of awareness of BUM Des Management in the relationship between BUM Des management.

Based on the results of the interviews that have been conducted, it was revealed that there are a number of obstacles in product marketing efforts from business units. To increase marketing effectiveness, concrete actions are needed to overcome these obstacles. This includes improving the qualifications of the human resources involved, the stability of the quality of the products offered, innovation in promotional strategies, improving the management of digitalization aspects, and the importance of investing in tools and technology that support the marketing process. **Meanwhile, BUM Des Mekaring Pono Potorono** which has a business unit:

- a. Tourism Village,
- b. Pasar Desa,
- c. Waste Management,
- d. Culinary Gardens and
- e. Football School

The obstacles faced by them today are the lack of human resource capacity in the digital world and also the lack of infrastructure support to carry out digital marketing. This is strengthened by the results of an interview with the Director of **BUM Des Mekaring Pono Potorono** who stated that there are main obstacles faced by BUM Des *"the lack of human resources related to managing digitalization is not yet qualified, it is still important to upload content. The tools are still enough with a cellphone, if you want good content, it must be supported by a complete tool, but the procurement of these tools is very expensive"*.

The village government, through the existence of BUM Des, needs innovation and creativity in the village economic sector. That way, it can advance the village economy, open new jobs, produce distinctiveness of both regional goods and services, and provide optimal public services to the community. Based on the description of the problem mentioned above, the researcher is interested in taking the title **"Optimizing Marketing Management to Increase Revenue at BUM Des Tridadi Makmur and BUM Des Mekaring Pono Potorono"**

1.1 Research Questions

Based on the research background that has been described above, the problems in this study are:

1. What is the ability of BUM Des Management to market products using information technology?
2. How to optimize marketing management in increasing the income of Village-Owned Enterprises (BUM Des)?
3. What are the obstacles faced in managing the marketing of BUM Dec products?

1.2 Research Objectives

Based on the problems described above, the objectives of this study are as follows:

1. To find out and analyze the ability of BUM Des management in marketing products using information technology in Tridadi Makmur Village.
2. To find out and analyze the optimization of the marketing management of Tridadi Makmur Village products in increasing the income of Village-Owned Enterprises (BUM Des).
3. To find out and analyze the obstacles faced in the management of BUM Des' product marketing.

1.3 Research Benefits

This research is expected to contribute in the form of benefits to various parties, namely as follows:

1 Theoretical benefits

This research is expected to provide information about product marketing management, in increasing the income of Village-Owned Enterprises (BUM Des) and can be used as material for scientific studies and references in village financial management planning.

2 Practical Benefits

This research is expected to be an input material related to optimizing the marketing management of Tridadi Makmur Village BUM products in increasing its income and can be an evaluation material for the village government to consider increasing capital participation in BUM Des.

CHAPTER II

BIBLIOGRAPHY

Based on the articles that have been provided, some of the relevant theories to be discussed in Chapter 2 of the research to be carried out are:

2.1 Digital Marketing Theory:

An important strategic step for BUM Des (Village-Owned Enterprises) is to market their products digitally. This will increase the visibility and sales of their products. The use of social media, SEO (Search Engine Optimization), and other online marketing strategies are the basic concepts of digital marketing. BUM Des can effectively promote their products and services to the public by utilizing various online platforms, including websites, social media, and other digital platforms (Wafda & Anggraini, 2022). For example, BUM Des "Go Inovasi" uses digital marketing to promote the tourist attractions of the Nagara Swimming Pool through social media such as Facebook and Instagram. However, they face challenges such as limited internet networks and human resource expertise in digital marketing (Talalu et al., 2021).

BUM Des must take steps such as socializing the importance of information technology, educating BUM Des managers, and assisting programs to overcome technical obstacles. Customer testimonials, business collaborations with others, and interactions on social media are additional approaches that can be used to expand marketing networks (Sanjaya et al., 2020). For example, BUM Des Loh Jinawi managed to increase sales of its products by using platforms such as Shopee, Instagram Business, WhatsApp Business, and Telegram, and using good product photos (Sucipto & Lailani, 2021).

To adapt to market trends and customer needs, digital marketing strategies also involve the use of marketing predictions with tools such as Google Trends, the

application of marketing technology (martech), and agile marketing practices (Mega, 2022). Digital marketing training to increase the capacity of BUM Des in West Kupang District shows that the use of digital channels can reduce costs, increase promotions, increase sales, and a wider network (Choirina et al., 2023). BUM Des can also develop digital marketing with strategies such as search engine marketing (SEM), affiliate marketing or dropshipping, email marketing, content marketing, and digital advertising.

2.2 Member Participation Theory

The theory of member participation in the context of cooperatives refers to the concept in which cooperative members play an active role in various aspects such as capital participation, decision-making, supervision, and utilization of services provided by cooperatives. Member participation can be in the form of contributions in the form of resources, involvement in decision-making, and utilization of services offered by cooperatives. According to Gemina et al. (2013), member participation is very important because it can affect the competitive advantage of cooperatives, both directly and indirectly. Thus, the theory of member participation emphasizes the importance of member involvement in various aspects of cooperative life to achieve the success and sustainability of the organization (Gemina et al., 2013). Based on the article provided, member participation theory refers to the concept that the success of cooperatives is greatly influenced by the level of participation of members in cooperative activities. Member participation includes being active in various aspects of the cooperative, such as attending member meetings, utilizing cooperative services, and participating in capital by investing their own capital. According to Amilia and Fitrayati (2015), this theory emphasizes the importance of members' awareness to actively participate in order to increase the success of cooperatives. With high participation, members can contribute directly to the progress and sustainability of the cooperative, which will

ultimately strengthen the cooperative's position in the midst of market competition (Amilia & Fitrayati, 2015).

2.3 QUALITY MANAGEMENT THEORY

Quality management refers to the concepts, principles, and methods used to ensure that an organization can achieve high quality standards in the products or services they produce. This theory involves a systematic approach to managing quality across the organization, including the processes, people, and technologies involved in creating products or services that meet or exceed customer expectations. In the context of ISO 9001, quality management theory often includes principles such as customer-focused, leadership, employee engagement, process-based approach, continuous improvement, evidence-based approach, management of mutually beneficial relationships with suppliers, and fact-based decision-making. The implementation of quality management theory, as stipulated in the ISO 9001 standard, can help organizations to improve operational efficiency, increase customer satisfaction, reduce costs, and achieve competitive advantage. By implementing good quality management principles and practices, organizations can ensure that the products and services they produce meet high quality standards and satisfy their customers (Sudaryana, 2016; Wolcott, 2008; Dana and Dumez, 2015).

Quality management theory refers to the concepts, principles, and methods used to ensure that an organization can achieve the desired level of quality in the products or services provided. The theory includes a variety of approaches and frameworks designed to ensure that an organization's business processes and practices can produce products or services that meet established quality standards. In the context of the article mentioned, quality management theory can include concepts such as Total Quality Management (TQM), ISO 9001, and various other business excellence models. The implementation of this quality management theory can help organizations, including SMEs, to increase

efficiency, increase customer satisfaction, reduce costs, and improve overall performance (Magodi et al., 2022).

Quality management theory is an approach that aims to improve effectiveness, efficiency, and customer satisfaction with a focus on quality control of products or services. This theory emphasizes the importance of systematic process management to achieve the desired quality standards. Quality management involves identifying customer needs, planning processes, quality control, continuous improvement, and measuring performance to ensure that a product or service meets the set standards. In the context of research on corruption detection in village fund management, quality management theory can be applied to ensure that the village fund management process is carried out properly, efficiently, and transparently. By applying quality management principles, it is hoped that the management of village funds can be more organized, measurable, and accountable, so that the risk of corruption can be minimized (Purba et al., 2022).

Quality management theory is an approach that aims to improve the quality of an organization's products or services through process control, meeting customer needs, and increasing efficiency. This theory emphasizes the importance of alignment between customer needs and the organization's internal processes to achieve optimal results. Quality management also involves identifying problems, continuous improvement, and measuring performance to ensure that quality standards are met or even exceed customer expectations (Seran Nuak et al., 2020).

2.4 PRODUCT INNOVATION THEORY

BUM Desa Laba Desa in Bakbakan Village, Gianyar Regency, has carried out various innovations, according to product innovation theory. In this context, product innovation includes various efforts made by BUM Desa to improve community welfare, such as the provision of personal protective equipment in accordance with health protocols to maintain the health of residents during the

pandemic, the development of village potential to improve community development and welfare, and tourism initiatives such as the construction of jogging paths with ring roads around the village. Arya Sugiarta et al., 2023).

According to the article presented, product innovation theory refers to the idea of creating new products or changing existing products to provide added value. This theory includes various ways that businesses can use to create innovative products, such as reducing costs, improving quality levels, developing product models and sizes, and developing new features (Martina & Adimulya, 2013).

According to the article provided, product innovation theory refers to the process of creating new products that can meet customer needs and wants. Product innovation involves changing from the initial product form to a new product that is more attractive, innovative, and offers better solutions for customers. The goal of product innovation is to attract customers, influence their purchasing decisions, and increase the company's market share.

According to the article provided, product innovation theory refers to the ability of a company or entrepreneur to create or improve a product so that it can distinguish it from previous products in terms of form, function, and other features. Efforts to meet market demand, so that companies must continue to design their products according to customer wishes so that the products produced remain attractive to customers and improve company performance are part of product innovation (Jannah et al., 2019). Product innovation also includes a variety of strategies that can be used by companies to produce innovative products, such as developing new features, improving quality levels, and developing new design models (Jannah et al., 2019). In addition, the theory considers market responses, technological opportunities, and appropriate actions to deal with

2.5 Marketing Strategy Theory

Marketing strategy theory refers to the approach used to plan and execute marketing activities to achieve specific business goals. For MSMEs in Bantarjaya-Bogor, marketing strategy theory can include efforts to change the way products are distributed, overcome production problems, and increase the number of sales. To increase revenue, marketing strategies can also involve the use of trial-based marketing management strategies (ASIH et al., 2023).

Marketing strategy theory is concerned with the methods used to develop and promote village tourism. The study of the Peak of the Figure is mainly related to this. Basic marketing concepts such as products, prices, locations, and promotions are included in this marketing strategy. In village tourism, marketing strategies aim to accelerate and simplify the services provided to tourists, increase tourist attraction, facilitate access to travel information, and promote other areas (Ramadhani et al., 2021).

Marketing strategy involves market understanding, market segmentation, target market determination, product differentiation, pricing, promotion, and pricing. However, the article provided does not provide any specific information that explains the theory directly.

The tourism village development strategy is based on local wisdom, does not discuss the theory of marketing strategy specifically. However, in tourism development, marketing strategies can play an important role in increasing the attractiveness of destinations and the number of visits received (Lubis et al., 2020). Tourism marketing strategies involve various approaches to promote tourist destinations, attract tourists, and increase the number of tourist visits (Lubis et al., 2020).

The article "Model Empowerment for Sustainable Tourism Village in an Emerging Country" does not discuss the theory of marketing strategy specifically. However, in the sustainable development of tourism villages, marketing can play an important role in increasing tourist visits and marketing

destinations effectively. This strategy can include various methods, such as digital marketing, destination branding, promotion through social media, collaboration with travel agents, and so on (Disarli et al., 2020). You may need to refer to other literature that discusses the theory of tourism marketing strategies (Purnomo et al., 2020).

In the article provided, marketing strategy theory refers to the ideas and methods used to plan and implement effective marketing strategies to develop businesses, especially in the second-hand goods industry. Marketing strategies include identifying potential markets, manufacturing products that fit market needs, competitive pricing, effective promotion, and proper distribution to increase the company's sales and sales. In the second-hand goods industry in Srengseng village, Jakarta, marketing strategy theory is used to optimize market opportunities and expand business (NANDIWARDANA et al., 2023).

CHAPTER III

RESEARCH METHODS

2.6 Type of Research

This type of research is qualitative research using a descriptive analysis approach, to obtain a methodical and precise picture or painting based on the current reality according to what is happening

a. Place and Time of Research

The place of research is the location where the research is carried out.

The location of this research is located in:

- BUM Des Tridadi Makmur, Kapanewon, Sleman, Special Region of Yogyakarta.

- BUM Des Mekaring Pono Potorono, Banguntapan, Bantul, Special Region of Yogyakarta.

Research time: Carried out from January to March 2024.

b. Report

The informants in this study are

Director BUM Des Tridadi McMur : Bapak Agus Choliq

Director of BUM Des Mekaring Pono Potorono: Mr. Tardi

c. Data Collection Techniques

Data collection techniques are carried out by observation, *interview* and documentation, The data collection techniques in this study are as follows:

1. Observation

The observations used in this study are using observations at BUM Des Tridadi Makmur, Sleman Regency and Mekaring Pono Potorono, Banguntapan Bantul, D.I Yogyakarta.

2. Interview

To explore data in the form of how the product marketing process in increasing the income of Village-Owned Enterprises (BUM Des), the researcher made preparations before the interview by making interview guidelines that contained important questions that would be asked to the interviewees.

3. Documentation

In this study, to obtain more varied and in-depth data and information, the researcher used data in the form of BUMDesa profile video documentation.

CHAPTER IV

RESULTS AND DISCUSSION

A. **BUM Des Tridadi Makmur** was established based on village deliberations in December 2017, which is located in Tridadi Village, Kapanewon, Sleman District, Sleman Regency, Special Region of Yogyakarta. BUM Des Tridadi Makmur is led by a Director named Raden Agus Choliq, SE. MM. The vision of BUM Des Tridadi Makmur is to realize the welfare of the people of Tridadi Makmur Village through the development of economic enterprises and social services. And the mission of BUM Des Tridadi Mamur is:

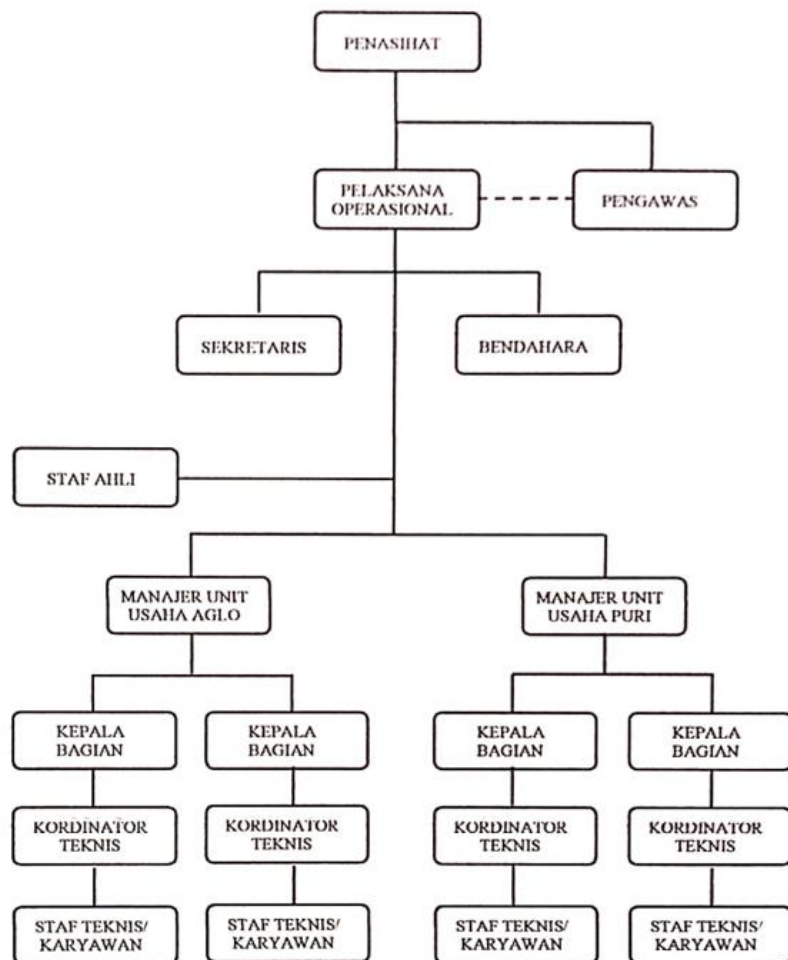
- a. Increasing the community's economic business through the development of a network of cooperation with various parties;
- b. Improving social services for poor households;
- c. Utilizing natural resources to improve the welfare of the environment-based community; and
- d. Utilizing the potential of competitive community economic institutions.

Currently, BUM Des Tridadi Makmur has a total of 203 employees consisting of 65 permanent employees, 25 freelance daily employees, 25 Gapoktan, 15 PKK kleompok, 30 art and culture groups, 20 batik groups, and 23 MSME groups. BUM Des Tri has also had several achievements, including in 2019 as the Winner of the National Tourism Village competition managed by BUM Desa organized by the Ministry of Villages PDTT RI together with the Ministry of Tourism and Creative Economy of the Republic of Indonesia, in 2022 it again became the Winner of the National Tourism Village Promotion Competition organized by the Ministry of Villages PDTT RI, and received the Merdeka Award from the Presidential Staff Office as an "Inspirational Figure in the Midst of the Covid Pandemic".

BUM Des Tridadi Makmur has the following business units:

1. Ornamental Plant Agriculture Sector (Aglaonema Castle, Aglaonema Park)
2. Tourism Sector (Puri Mataram)
3. Livestock Sector (Mataram Sheep)

3. Struktur Organisasi BUMDesa Tridadi Makmur



B. **BUMDes Mekaring Pono Potorono** was established in 2017 with Mr. Sutardi, SHI. MEK as a director and received funds from the village of Rp. 60,000,000, the beginning of his business was for the purchase of ATK goods and photocopiers. And at the beginning of 2020 the change of management and at

that time coincided with the pandemic, the new management consolidated related to the mapping of the BUMDes Mekaring Pono Potorono business unit, namely the Village Market Business Unit, Waste Management, Tourism Village, BUMDes Mart, Culinary Park and Potorono Edupark. In 2020, the Potorono village government built a BUMDes office with a capital investment of Rp. 178,000,000,- at the beginning of 2021 with a capital participation of Rp. 60,000,000,- for zero waste management and in May 2021 a capital participation for the Culinary Park amounting to Rp. 45,300,000,-. The Potorono Village Government is very committed to raising BUMDes Mekaring Pono Potorono, every year the village provides capital participation for BUMDes with a value that increases every year. The goal is to make BUMDes Mekaring Pono Potorono a healthy and highly credible BUM Des with the support of capital, human resources and a solid corporate culture. In addition, it also optimizes the resources owned so that BUMDes can provide satisfaction to all stakeholders. In particular, BUMDes Mekaring Pono Potorono has a goal, namely the realization of the outcome of the vision and mission of BUMDes. With the work plan in 2022, BUMDes hopes to have activities/businesses that have a direct impact on community members. Both economic, environmental impacts and can even make changes to the mindset of the community to always think positively and be open to new activities in the village. Through the business development carried out by BUMDes, namely in the trade services sector at BUMDes Mart, the management of Village Markets, waste management, Tourism Villages, Culinary Parks and Potorono Edupark are designed as village educational tourism, which is planned to be applied in 2022, where the main goal of this development is to give rise to new cooperative cooperation, both business and non-business cooperation, both cooperation with the community and third parties, So that this effort will directly have a positive impact on the community.

The strategy to achieve the goals and objectives of BUMDes Mekaring Pono Potorono is as follows:

- a. Improving the quality of human resources in all fields of BUMDes business, by conducting training and bringing in experts.
- b. Applying for Cooperation with many Academics to increase knowledge
- c. Expanding the network to carry out cooperation, both business and non-business cooperation
- d. Involve many communities in planning and determining the type of business that will be carried out by BUMDes
- e. Increasing opportunities to obtain capital, both from the public and other third parties

The policies to achieve the goals and objectives of BUMDes Mekaring Pono Potorono are as follows:

- a. Hiring the workforce through a clear process
- b. Making BUMDes Social Media such as Website, Facebook and Instagram as a vehicle to introduce the Village and BUMDes
- c. Requiring spending on community needs to local residents
- d. Making community business groups as BUMDes partners
- e. Opening access to BUMDes capital for all villagers

Activity plans and needs are prepared before the capital increase to the BUM of Mekaring Pono Pono Village. Activity plans and needs as well as financial analysis are submitted to be material for decision-making or approval by village deliberations. Currently, there are 6 units that are being worked on by BUMDes Mekaring Pono Pono, including

- a. The Potorono Village Market is located on the side of Wonosari Street. This market is very strategic because it is on the side of the national road and currently there are 200 Los traders and 25 Kiosk Traders
- b. MSME Center is a collection of MSMEs located in the Potorono area and we raise to grow and empower through training, socialization and marketing products.

- c. Bumdes Mart is a unit of the Potorono Bumdes store which provides various things such as ATK, Photocopy, Various Potorono's typical snacks and there is a Wifi Corner for residents who want to access the internet
- d. Village Tourism.
 - Embung and Wana Desa units. It is a tourist attraction of Embung Potorono and its various facilities where people can enjoy the nuances of Embung by riding canoes, duck boats and also other water sensations
 - Potorono Edu Park, is a water and culinary tourism ride and a place for community education. Because there are bicycle track rides, fish farming rides, productive land rides and river play rides. and there are culinary stalls.
 - Blado Village Tourism. Tourism in Blado Village is an educational and cultural tour. Visitors are invited to travel to the blado village and enjoy culinary in the area, and there are several selfie spots
- e. Waste management unit, because currently waste is not managed properly and we will make it useful waste. For this waste management, in collaboration with KSM salakan Bersemi

Based on the results of the interview we conducted with the director of BUM Des Tridadi Makmur said that the business units currently owned are the Ornamental Plant Agriculture Sector (Puri Aglaonema, Aglaonema Park), the Tourism Sector (Puri Mataram), the Livestock Sector (Mataram Sheep) even though BUM Des Tridadi Makmur has *settled* , but maereka still feels that there are obstacles related to the marketing of its products, including the lack of Human Resources owned by Bumdes, The quality of the products offered has not been stable, promotional branding innovations in the form of content have not been maximized, have not been able to make good, attractive and contemporary promotional designs, the mastery of promotion on social media and market palaces has not been maximized and from the obstacles that are revealed, which is the main obstacle is the lack of human resources that are

owned and have not been able to design good and attractive and contemporary promotions. Efforts or strategies that have been taken by BUMDes to overcome or reduce obstacles faced in marketing management include trying to conduct training related to the skills of human resources owned and innovating products, improving product quality.

And try to adapt to trends and changes in the marketing of its products, especially in the digital and online era by following marketing trends in the current era.

One way how BUMDes Tridadi Makmur measures success in increasing revenue through product marketing optimization is by measuring the products owned by Bumdes so that they are marketed in accordance with the target targets that have been set by BUM Des and so far the public's interest in the use of platforms or digital media that has been used by BUMDes is very good, This is proven by our viewers and follower on social media is very high.

One of the ways used by BUMDes Tridadi Makmur to increase its resource capacity is by holding training or learning programs on the use of information technology for product marketing

In order to improve good and correct BUMDes marketing management in order to increase revenue, BUM Des must be managed professionally, there is a special division in charge of it which is led by a coordinator who brings Marketing HR, manages product promotion and branding strategies in product marketing can also increase revenue, among others, by optimizing social media, marketing cooperation with other companies, Barter Promos with other companies, endorse artists to increase viewers, do SEO activities

Do you involve the active participation of BUMDes members in marketing-related decision-making?

How do you ensure product quality and compliance with certain standards in order to increase consumer confidence?

- a. Standardize your product
- b. Controlling the production
- c. Maintain supply flow

We also conducted an interview with BUM Des Mekaring Pono Potorono which has a Tourism Village Business Unit, Village Market Unit, Waste Management Unit, Culinary Park Unit and Football School Unit such as BUM Des Tri Dadi Makmur, BUM Des Mekaring Pono Potorono also has the same problem related to product marketing, namely **the lack of human resource capacity in** digital world and also the need for more supportive tools (currently the tool is still a makeshift tool, namely Handphoe). Efforts or strategies that have been taken by BUMDes Mekaring Pono Potorono to overcome or reduce the obstacles faced in marketing management include:

- a. The existing potential is developed and increased in capacity.
- b. Participating in digitalization trainings
- c. Existing tools are used as much as possible

And to see or measure the effectiveness of the efforts made, namely by calculating daily income so that we can immediately see which service products are most widely used by the community. Until now, the Management of BUMDes Mekaring Pono Potorono has received training or learning programs regarding the use of information technology for product marketing, but it still needs to be followed, because the development of the digital marketing world continues to change and there are updates

Based on the results of the interview, we received information that the marketing management of BUMDes Mekaring Pono Potorono in increasing its income formed 5 special digital marketing teams. So that init products are always posted on the social media address on IG BUMDes and also FB BUMDes, IG Dinosaur Park, IG Telaga Potorono, IG Wahana Kapal and also IG Umbul Potorono and manage product promotion and branding strategies in product marketing to increase revenue BUMDes Potorono always creates content so that new products can be immediately

recognized or there are activities that need to bring in a lot of masses also directly make content

And it is important that BUMDes Potorono in creating content always discusses with the Heads of Units concerned. Whether it is related to the product or the content of the content, so that it will produce good content and of course the public will be influenced to want to know about the Potorono BUMDes product

CHAPTER V

COVER

5.1 CONCLUSION

Digital marketing is very important today for the following reasons:

1. **Wide Reach:** The internet allows businesses to reach a global audience. There are no geographical restrictions, so products or services can be promoted worldwide.
2. **Cost Effective:** Compared to traditional marketing, digital marketing is often cheaper and has a higher ROI (Return on Investment). Online advertising can be measured and adjusted in real-time to optimize marketing budgets.
3. **Proper Segmentation:** Digital marketing allows businesses to target specific audiences based on demographics, behaviors, locations, and interests. This increases the effectiveness of marketing campaigns because the message conveyed is more relevant to that audience.
4. **Increased Engagement:** Through social media, email, and other digital communication tools, businesses can interact directly with their customers. This allows for quick feedback and builds closer relationships with customers.

5. **Data and Analytics:** Digital marketing allows for more accurate data collection and analysis. Businesses can track the performance of their campaigns in real-time and make data-driven decisions to improve their strategies.
6. **Consumer Trends:** More and more consumers are turning online to search for products and services. A strong digital presence is a must to remain relevant and competitive in the market.
7. **Dynamic Content:** Digital marketing allows for the creation of more dynamic and engaging content, such as videos, infographics, blogs, and others, which can help capture and retain audience engagement.
8. **Mobility:** With the increasing use of mobile devices, digital marketing allows businesses to reach consumers anywhere and anytime, through mobile apps, mobile advertising, and other mobile-friendly strategies.

With these various advantages, it is important for businesses to develop an effective digital marketing strategy in order to compete and thrive in this digital era.

5.2 IMPLICATIONS

Digital marketing has significant implications for Village-Owned Enterprises (BUMDes) in improving the performance and welfare of the village economy. Here are some important implications:

1. **Increased Market Reach:**
 - **Geographical Location:** With digital marketing, BUMDes can expand their market reach beyond the village, even to the national and international levels.
 - **E-commerce:** E-commerce platforms allow BUMDes products to be sold online, opening up wider sales opportunities.
2. **Increased Sales and Revenue:**

- Effective Promotion: By using social media, SEO, and online advertising, BUMDes can promote their products and services more effectively and efficiently.
 - The Right Target Market: Digital marketing allows BUMDes to target specific consumers, thereby increasing sales conversion.
3. Cost Efficiency:
- Marketing Costs: Digital marketing is often cheaper compared to traditional marketing methods such as print or television advertising.
 - Monitoring and Measurement: With analytics tools, BUMDes can measure the effectiveness of their campaigns in real-time and adjust them for better results.
4. Increased Brand Awareness:
- Online Presence: With a good website and an active presence on social media, BUMDes can increase public awareness of their products and services.
 - Creative Content: Using engaging content, such as videos and blog articles, BUMDes can attract attention and build a positive image in the eyes of consumers.
5. Increased Interaction with Consumers:
- Social Media: BUMDes can interact directly with consumers through social media platforms, answer questions, and receive feedback directly.
 - Customer Service: The use of chatbots and online support systems can improve customer service and consumer satisfaction.
6. Capacity and Knowledge Development:
- Training and Education: The implementation of digital marketing requires training for BUMDes staff in terms of the use of technology and digital marketing strategies.
 - Collaboration and Networking: Digital marketing also opens up opportunities for collaboration with other businesses and online communities to share knowledge and experiences.

7. Product and Service Innovation:

- Consumer Insights: Data obtained from digital marketing activities can provide valuable insights into consumer preferences, which can be used to develop new products and services.
- Market Adaptation: BUMDes can more quickly adapt to changes in market trends and consumer needs thanks to information obtained from digital marketing.

By utilizing digital marketing, BUMDes can be more effective in managing their businesses, increasing competitiveness, and making a greater contribution to village economic development.

BIBLIOGRAPHY

- Ajie, J. S., Personal, U., Widayat, R. M., & J, G. D. R. (2020). The contribution of BUM Des Tridadi Makmur to the improvement of the socio-economic welfare of the people of Tridadi Village, Sleman District, Yogyakarta. *Ganec Swara*, 14(2), 779–784.
- Amilia, R. E., & Fitrayati, D. (2015). The Effect of Member Participation and Capital on the Success of Cooperatives in KPRI Hidup Tulungagung Regency. *Journal of Economic Education (JUPE)*, 1–10.
<https://ejournal.unesa.ac.id/index.php/jupe/article/view/14538>
- Arya Sugiarta, I. W., Suargita, I. N., & Artayasa, I. M. (2023). Innovation of Public Services of Village-Owned Enterprises (BUM Desa) in the face of the Covid-19 pandemic in Bakbakan Village, Gianyar District. *Policy: Journal of Administrative Sciences*, 14(Vol. 14 No. 2, June 2023), 125–135.
<https://doi.org/10.23969/kebijakan.v14i2.6294>
- Ayuni Putri, L., Nur Wulan, M., Fihartini, Y., Asri Siti Ambarwati, D., & Pandjaitan, D. R. (2022). The Assistance of Digital Marketing Development at Artha Jaya Village-Owned Enterprise (BUM Des), South Yogyakarta Village. *Journal of Nusantara Mengabdi*, 2(1), 55–66.
<https://doi.org/10.35912/jnm.v2i1.1442>
- Bappenas Working Papers. (2018). *Ministry of National Development Planning*

(PPN)/Bappenas RI.

- Choirina, P., Jannah, U. M., Wahyudi, F., Rohman, M., Cornelia, B., Fajar, M., Rezaky, A., Mukhlis, A., Informatics, T., Islam, U., Rahmat, R., Malang, K., Information, S., Islam, U., Rahmat, R., Malang, K., Machine, T., Islam, U., Rahmat, R., ... Online, P. (2023). *Digital Marketing Training to Improve*. 4(1), 263–270.
- Fadly, H. D., & Sutama, S. (2020). Building online marketing and digital branding in the midst of the Covid-19 pandemic. *Global Ecoment Journal*, 5(2), 213–222. <https://doi.org/10.35908/jeg.v5i2.1042>
- Finka, A. D. P., Prihantoro, C., Tsania, N. E. W., Nurfida, W., & Fadiana. (2023). Assistance in the Governance of BUM Des and MSMEs in the Manufacture, Development and Marketing of BUM Des Randurejo Products. *Resona: Scientific Journal of Community Service*, Vol. 7(2), 181–191.
- Gemina, D., . S., & Kusuma, I. C. (2013). Cooperative competitive advantage is related to the application of intellectual capital, membership management and member participation. *Journal of Management and Entrepreneurship*, 15(2), 191–203. <https://doi.org/10.9744/jmk.15.2.191-204>
- Harahap, firhanbaihaqi, Junita, A. & M. (2020). The Influence of Human Resource Quality, Community Participation and Leadership Behavior on Village Fund Management with Commitment to Goals as Moderation Variables. *Journal of Samudra Ekonomika*, Vol. 4(10), 170–180.
- Hardika, A. L., & Putra, I. G. S. (2020). Optimization of BUM DES Strategy Management to Realize Superior Products in the Rural Area of Langonsari Village. *Online Journal of Accountants*, 5(2), 257–270.
- Harjanta, S. (2020). The Role of BUM Des in Reducing Poverty Levels in the Special Region of Yogyakarta (Case Study of BUM Des Panggunghardjo, Bantul and BUM Des Tridadi, Sleman). *PARADIGM: Journal of Administrative Sciences*, Vol. 9(2), 143–159.
- Hidayat, A. I., Khaer, A. U., Firman, A., & Latief, F. (2023). Optimization of Digital Facilities as Strengthening BUM Des Salemba Village, Ujung Loe District, Bulukumba Regency. *Nobel Community Services Journal*, 3(1), 29–33. <https://doi.org/10.37476/ncsj.v3i1.4191>
- Kurhayadi, Yusuf, M., Masrifah, S., Rincani, E. D., & Fauzi, M. (2022). Analysis of BUM Desa Competitiveness Strategy through the Utilization of Tourism Objects to Improve Community Welfare. *International Scientific Journals of Social, Education and Humaniora*, 1(3), 157–171. <http://jurnal-stiepari.ac.id/index.php/LITERACY>
- Lutfia, L. (2021). *The Role of Village-Owned Enterprises in Increasing Village Original Income in Kampung Jati Baru, Bungaraya District, Siak Regency*. Riau Islamic University.

- Mega, I. (2022). Strategi Sitem Pemasaran dalam Menghadapi Society 5.0 (Studi Kasus: BUM Des Sumber Sejahtera, Desa Pujon Kidul, Kabupaten Malang) Marketing System Strategy In Facing Society 5.0 (Case Study: BUM Des Sumber Sejahtera, Pujon Kidul Village, Malang Regency). *Japan*, 6(4), 1655–1670. <https://doi.org/10.21776/ub.jepa.2022.006.04.37>
- Noviana, T. N., Rahmat, D., & Nuryusuf, P. (2022). Optimizing Digital Marketing as a Marketing Strategy for MSMEs After the Covid-19 Pandemic in Parungsueah Village, Sukabumi Regency. *Magistrorum et Scholarium: Journal of Community Service*, 3(1), 12–23.
- Regulation of the Minister of Home Affairs Number 39 of 2010 concerning Village-Owned Enterprises*. (n.d.).
- Government Regulation Number 72 of 2005 concerning Villages*. (n.d.).
- Ridwansyah, M., Hastuti, D., Heriberta, H., Syaparuddin, S., & Emilia, E. (2021). Strengthening BUM Des (Village-Owned Enterprises) by Maximizing the Utilization of Various Digital Facilities. *Studium: Journal of Community Service*, 1(2), 39–48. <https://doi.org/10.53867/jpm.v1i2.30>
- Rifa'i, M., & Juniarto, W. T. (2022). The Regent's Authority for the Guidance and Development of Village-Owned Enterprises/Joint Village-Owned Enterprises in Madiun Regency (Philosophical, Sociological and Juridical Approaches). *Pancasila Bureaucracy: Journal of Regional Government, Development and Innovation*, 4(1), 54–71.
- Rosari, R., Cakranegara, P. A., Pratiwi, R., Kamal, I., & Sari, C. I. (2022). Human Resource Management Strategies in Financial Management of BUM DES in the Digitalization Era. *Owner: Accounting Research & Journal*, 6(3), 2921–2930. <https://doi.org/10.33395/owner.v6i3.870>
- Sanjaya, P. K. A., Hartati, N. P. S., & ... (2020). Pemberdayaan pengelola badan usaha milik desa (BUM Des) berdikari melalui implementasi digital marketing system. *CARADDE: Jurnal ...*, 3, 65–75. <https://journal.ilinstitute.com/index.php/caradde/article/view/467%0Ahttps://journal.ilinstitute.com/index.php/caradde/article/download/467/314>
- Siahaan, C. A. (2022). *The influence of product innovation and promotion through beauty influencers on the interest in buying Wardah cosmetic products in Medan City*. 1–35.
- Sucipto, H., & Lailani, L. (2021). Advancing BUM DES products in the era of BUM DES digital marketing. *SNEB : National Seminar on Economics and Business Dewantara*, 3(1), 1–10. <https://doi.org/10.26533/sneb.v1i1.791>
- Sulistyaningsih, E., & Kodiman, A. (2021). The Effectiveness of the Role of Village Heads in the Formation of Village Regulations According to Law No. 6 of 2014 (Study in Sardonoarjo Village, Ngaglik, Sleman). *Seminar Proceedings ...*, 2014(6).

- Sutiana, I. (2022). *Analysis of the Role of Tridadi Makmur Village-Owned Enterprises (BUM Des) in the Development of Tourism Villages in Tridadi Village, Sleman Regency*. Gadjah Mada University.
- Talalu, T. R., Putri, C. F. I. L. D., & Mokodompit, I. V. (2021). Digital Marketing: The Main Method of Marketing Communication for Tourism Attractions of Village-Owned Enterprises (BUM Des). *ETTISAL : Journal of Communication*, 6(2), 215. <https://doi.org/10.21111/ejoc.v6i2.6619>
- Tatang Sujana, zakiyudin F. (2023). Strategy for Utilizing Village Economic Potential through BUM Des in Increasing Village Original Income in Labuh Air Pandan Village, West Mendo District, Bangka Tatang Regency. *Scientific Journal of Politics, Policy, and Society (Publicio)*, 5(2), 183–192.
- Wafda, A., & Anggraini, R. (2022). Training on the Utilization of Digital Marketing to Increase the Business Competitiveness of Village-Owned Enterprises (BUM Des) Soppeng Regency. *Journal of Science and Technology for Society*, 2(3), 117–125.
- Wardani, S., Arsid, & Widodo, A. S. (2023). Optimization of Social Media Marketing for Local Product Development in Ciampea Udik Village, Ciampea District, Bogor Regency. *Dedication of PKM UNPAM*, Vol. 4(1), 19–26.
- Widayanti, R. E., & Oktafia, R. (2021). Online-Based Marketing Strategy on Village-Owned Enterprise Products (BUM Des) "Success Together" Sugihwaras Village, Sidoarjo Regency. *Journal of Tabarru': Islamic Banking and Finance*, 4(1), 242–252. [https://doi.org/10.25299/jtb.2021.vol4\(1\).6847](https://doi.org/10.25299/jtb.2021.vol4(1).6847)
- Yudiarno, F. S., Rofi'a, I., Cahyani, R. D., & Hayati, N. (2021). Optimization of BUM Des Marketing Strategy through E-Commerce in the Era of the Covid-19 Pandemic (Case Study of BUM Des Madu Sejahtera Segoromadu Village). *Community and Village Empowerment Bulletin*, 1(1), 1–12. <https://doi.org/10.21107/bpmd.v1i1.11976>
- Zitri, I., Rifaid, R., & Umami, R. (2022). Assistance in Strengthening the Capacity of Members of the Village Consultative Body (BPD) of Karang Bongkot Village in the Preparation of PERDes for the Formation of BUM Des. *JCES (Journal of Character Education Society)*, 5(3), 726–738.