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Empowering Local Economies: Training on Management and Development of Gampong-Owned Business Entity (BUMG)

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ABSTRACT

The community services activity aims to enhance the knowledge and skills of the management of the Community-Owned Enterprises (BUMG) in Lamteumen Timur Village, Banda Aceh, in managing and developing their businesses. The method used is a service-learning approach, where students and lecturers from Syiah Kuala University collaborate with BUMG in designing and conducting the training. Needs identification is conducted to understand the challenges faced by BUMG. Training materials are developed based on this identification, focusing on BUMG development and management strategies. The training is conducted directly for BUMG managers and local community members, with monitoring and evaluation to ensure effectiveness. The evaluation results show an improvement in the knowledge and skills of the training participants, as well as a positive impact on BUMG management. Successful BUMDes/BUMG best practice examples are also presented as inspiration. This activity is expected to serve as a model for community engagement activities in other regions.

1. Introduction

As Aceh Province's capital, Banda Aceh has economic potential that can be managed. In managing the local economy, Village-Owned Enterprises (BUMG) are essential in driving the economy at the village or gampong level. However, in some gampongs such as Lamteumen Timur,

BUMG still faces various obstacles, especially in determining the types of businesses, management, product marketing, and business development. According to Furqon & Qudbi (2018), good management can improve the performance of BUMG, especially in terms of planning, organizing, directing, and controlling. Meanwhile, effective marketing is also crucial to expanding market share and increasing BUMG sales (Yudiarno et al., 2021).

Business development is also an essential aspect of BUMG sustainability. According to research by Zahrudin (2023), sustainable business development can help BUMG face increasingly competitive markets. On the other hand, using social media can also be an effective strategy for BUMG to introduce its products to the broader community (Anggoro et al., 2023). Digital transformation also impacts customer experience, facilitating better decision-making through data and analytics and aligning human resources with digital technology (Halim et al., 2023). Furthermore, according to research by Rahmatika et al. (2019), collaboration with external parties such as universities and research institutions can also be an effective strategy for developing BUMG businesses.

Community service, one of the pillars of higher education, has benefits the community can directly feel. This community service is carried out through training activities. Through training on the management and development of BUMG, it is hoped that the BUMG managers in Lamteumen Timur can improve their skills and knowledge in managing businesses, marketing products, and developing businesses sustainably. Thus, BUMG can become more productive and competitive in the local and regional markets. Various community service experiences conducted by universities have shown positive results on post-service partners (Alimuddin et al., 2023; BZ et al., 2019; Ernawati et al., 2024; Halim et al., 2023; Halim et al., 2024; Halim, Permata, et al., 2024; Hamzah & Kalsum, 2023; Harun et al., 2024; Hibatullah et al., 2021; Majid et al., 2022; Muliati et al., 2024; Purnama et al., 2024; Rachman et al., 2023; Wahyudi & Lamama, 2023).

This community service is a collaboration between the Government of Gampong Lamteumen Timur and the lecturers from Faculty of Economics and Business, Universitas Syiah Kuala. However, in implementing community service, the Faculty of Economics and Business, Universitas Syiah Kuala collaborates with lecturers from IPB University and lecturers from Universitas Islam Indonesia. Collaboration with several universities aims to integrate learning into community service activities, such as in the University-Community Partnership program.

It is hoped that the results of this community service can improve the performance of BUMG in Lamteumen Timur, thus providing a more significant contribution to the economic development of the gampong community. In addition, this community service is also expected to serve as a reference for other gampongs in the management and development of BUMG in the future

2. Methods

The method used in this community service activity adopts the service learning (SL) approach, a form of experiential learning where students are engaged in activities related to community needs, with deliberately planned opportunities to enhance community development and learning (Jacoby, 2014). This concept aims to create change in the community in terms of knowledge and attitudes, from being unaware to aware or from negative attitudes to positive ones. In this context, lecturers will be facilitators in training the BUMG managers and gampong apparatus in Gampong Lamteumen Timur, Banda Aceh.

This activity will be carried out through several stages. First, the needs and issues faced by BUMG in Gampong Lamteumen Timur will be identified. Second, the planning and preparation

of training materials should be based on the identification results. Third, training should be implemented directly for the managers of BUMG and local community members. Fourth, evaluation and monitoring of the implementation of training results to ensure its effectiveness. With this method, it is expected that the community will experience significant changes in knowledge and skills and be able to apply management, marketing, and business development concepts obtained from the training. In the implementation process, instruments such as questionnaires before and after training and direct observation of BUMG management after training will be used. The collected data will be analyzed descriptively to evaluate the achievement of training objectives and the success of the community service activity

3. Result and Discussion

The process of this activity begins with the identification of the needs and challenges faced by BUMG in Gampong Lamteumen Timur. This stage aims to deeply understand the challenges faced by BUMG so that the training materials prepared can be relevant and meet their needs. After the identification, the next stage is planning and preparing the training materials. These materials are prepared based on the previous identification results to provide concrete and applicable solutions to the problems faced by BUMG.

After the training materials are prepared, the next stage is the implementation of the training directly to the BUMG managers and gampong apparatus. The training is conducted using interactive and participatory methods so that participants can actively engage and directly apply the materials presented. In this training, the materials presented cover several essential aspects related to the management and development of BUMG (Figure 1). First, participants are given an understanding of the definition, objectives, and benefits of BUMG. They are also invited to understand the problems often faced by BUMG, such as the small percentage of capital participation given by the village to BUMG, the limited understanding of human resources about business management, and the lack of access to markets and cooperation.



Figure 1. Presentation by the speakers

Furthermore, participants are also provided with strategies for the development and management of BUMG. They are invited to understand the stages of planning, observation,

arrangement, selection, and maintenance of BUMG. Through this understanding, it is hoped that participants can develop better and sustainable management strategies for BUMG.

The speakers also presented several successful best practice examples of BUMDes/BUMG, including BUMDes Bina Mandiri Desa Wisata Nglanggeran, BUMDes Payang Sejahtera, Desa Sungai Payang, and BUMDes Panggung Lestari. These examples provide a best practice of the potential and success that BUMDes/BUMG can achieve through excellent and innovative management.

1. BUMDes Bina Mandiri Desa Nglanggeran: This BUMDes has successfully developed the potential of village tourism by managing various tourist facilities such as trekking, homestays, and other adventure activities. The success of this BUMDes shows the importance of exploring and utilizing local potential to develop sustainable businesses.
2. BUMDes Payang Sejahtera, Desa Sungai Payang: This BUMDes is an example of success in managing various diverse service businesses, such as transportation services, catering, cattle farming, and Brilink banking transactions. This success demonstrates the importance of business diversification in increasing income and community welfare.
3. BUMDes Panggung Lestari: This BUMDes has experienced significant development in recent years. Since it initially had only one business unit, BUMDes Panggung Lestari has successfully developed into four diverse business units, including an online buying and selling business to deal with the COVID-19 pandemic. The success of BUMDes Panggung Lestari demonstrates the importance of innovation and adaptation to environmental changes to succeed in business management.

By considering these best practice examples, several important lessons can be learned for training participants. First, it is essential to identify and utilize local potential in business development. Second, business diversification is essential to reduce risks and increase community welfare. Third, innovation and adaptation to environmental changes are essential to success in business management. By applying these principles, it is hoped that BUMG in Gampong Lamteumen Timur can develop its potential and succeed, as shown by the successful best practice examples.

Furthermore, in the discussion session, a comparison is made between the theory taught and similar community service activities published or reported. That provides a better understanding of the effectiveness of the methods used in this community service activity. During the training, monitoring and evaluation will also be conducted to ensure that the training runs effectively and meets the established objectives. The training will conclude with the presentation of certificates to the speakers by the officials of Gampong Lamteumen Timur (Figure 2).



Figure 2. Awarding certificates of appreciation to speakers

Although there were several challenges in implementing this activity, the evaluation results show that this activity has positively impacted the participants in terms of increasing knowledge

and readiness to face challenges. Data related to the success of this activity can be seen in Table 1. It can be seen that most training participants (85%) reported an increase in their knowledge and skills in managing BUMG after attending the training. Additionally, 90% of the participants felt more prepared to face challenges in developing BUMG businesses after the training. Thus, this activity can be an excellent example of implementing community service activities in other areas.

Table 1. Training Participant Evaluation Results

Evaluation Aspect	Percentage (%)
Increase in knowledge	85
Readiness to face challenges	90

Source: Data processed (2023)

After the training is completed, the final stage is evaluating and monitoring the implementation of the training results. Evaluation is conducted to measure the extent to which the increase in knowledge and skills obtained by the training participants and its impact on BUMG management. Monitoring is done periodically to ensure that the training results can continue to be implemented and provide long-term benefits for BUMG and the local community. Thus, this process is designed to provide sustainable solutions for BUMG in facing challenges and developing their businesses.

4. Conclusion

In implementing the community service activity on the management and development of the Gampong-owned Enterprises (BUMG) in Gampong Lamteumen Timur, Banda Aceh, several important points were identified:

1. Identifying the needs and problems BUMG faces is a crucial initial step in planning and implementing training. With a deep understanding of the challenges faced, training materials can be formulated relevantly and effectively.
2. Direct implementation of training to BUMG officials and local gampong apparatus is a critical moment to provide the necessary knowledge and skills. The interactive and participatory service learning approach can significantly impact training participants.
3. Evaluation and monitoring of the implementation of training results are essential to ensure that the training has a natural and sustainable impact on BUMG and the local community. This evaluation also helps in assessing the overall success of the community service activity.

Based on these findings, it can be concluded that this community service activity has successfully contributed positively to the development and management of BUMG in Gampong Lamteumen Timur. With the increase in knowledge and skills obtained by the training participants, it is hoped that BUMG can further develop and provide more significant benefits to the local community. In a broader context, the success of this activity also serves as inspiration and an excellent example for community service activities in other areas.

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The insights and experiences shared by the lecturers were invaluable in helping the participants develop their knowledge and skills in managing BUMG.

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