

ABSTRAK

BAMBANG MUDJIONO. Strategi Optimalisasi Pengurus BUMDes Karya Maju Melalui Analisis SWOT Menuju Kemandirian Desa Jatilawang. Di bawah bimbingan HUSNAYETTI, S.E., M.M.

Penelitian ini bertujuan untuk mengoptimalkan kompetensi pengurus Badan Usaha Milik Desa (BUMDes) Karya Maju di Desa Jatilawang melalui analisis SWOT, dalam rangka mewujudkan kemandirian desa. Dengan pendekatan deskriptif kualitatif, penelitian ini mengidentifikasi kondisi eksisting kompetensi pengurus, serta faktor-faktor internal dan eksternal yang mempengaruhi kinerja BUMDes. Hasil penelitian menunjukkan bahwa pengurus BUMDes memiliki pengetahuan dasar yang memadai dalam manajemen usaha, namun masih menghadapi tantangan dalam perencanaan bisnis dan pengelolaan keuangan. Analisis SWOT mengidentifikasi kekuatan seperti dukungan pemerintah dan pengalaman pengurus, serta kelemahan seperti keterbatasan modal dan kurangnya pelatihan berkelanjutan. Penelitian ini merekomendasikan program pelatihan terstruktur dan peningkatan akses teknologi untuk mendukung pengembangan kompetensi pengurus, sehingga BUMDes Karya Maju dapat berkontribusi lebih besar terhadap kemandirian ekonomi desa.

Kata Kunci: *BUMDes, Strategi Optimalisasi Pengurus, Kemandirian Desa*

ABSTRACT

BAMBANG MUDJIONO. Optimization Strategy for the Management of BUMDes Karya Maju Through SWOT Analysis Towards the Independence of Jatilawang Village. Under the supervision of HUSNAYETTI, S.E., M.M.

This study aims to optimize the competencies of the management of the Village-Owned Enterprises (BUMDes) Karya Maju in Jatilawang Village through SWOT analysis, in order to achieve village independence. Using a qualitative descriptive approach, this research identifies the existing conditions of the management's competencies, as well as the internal and external factors affecting the performance of BUMDes. The results show that the management of BUMDes has adequate basic knowledge in business management, but still faces challenges in business planning and financial management. The SWOT analysis identifies strengths such as government support and the experience of the management, as well as weaknesses such as limited capital and lack of ongoing training. This study recommends structured training programs and improved access to technology to support the development of management competencies, so that BUMDes Karya Maju can contribute more significantly to the economic independence of the village.

Keywords: BUMDes, Management Optimization Strategy, Village Independence

