

INTISARI

BUMDes dalam pembangunan desa memiliki peran yang strategis. Adanya ragam potensi yang dimiliki sebuah desa membutuhkan sekelompok orang atau lembaga dalam melakukan pengembangan. Disinilah peran lembaga seperti BUMDes dibutuhkan. Seperti halnya yang dilakukan BUMDes Tridadi Makmur yang telah berhasil mengembangkan potensi di Desa Tridadi menjadi sebuah desa wisata, sehingga tercipta pergerakan perekonomian di pedesaan.

Penelitian ini bertujuan untuk mengetahui peran BUMDes Tridadi Makmur dalam pengembangan desa wisata di Desa Tridadi Kabupaten Sleman serta mengetahui faktor pendukung keberhasilan tersebut. Metode penelitian yang digunakan adalah kualitatif deskriptif. Teknik pengumpulan data menggunakan teknik observasi, wawancara, dan dokumentasi. Analisis peran yang diteliti yaitu berupa, peran penyadaran (*conscientization*) yang dilakukan melalui kegiatan sosialisasi, kerja nyata, dan pemberdayaan masyarakat, peran pengorganisasian masyarakat (*community organizing*) yang dilakukan melalui kegiatan penyaluran aspirasi masyarakat dan pembagian kerja unit-unit usaha, dan peran penghantaran sumber daya manusia (*resource delivery*) melalui berbagai kegiatan pelatihan dalam penguatan SDM. Hasil penelitian menunjukkan bahwa BUMDes Tridadi Makmur telah berperan penting dalam mengembangkan potensi, sumber daya, dan kemampuan ekonomi masyarakat Desa Tridadi melalui pengembangan desa wisata. BUMDes berhasil mendorong tumbuh dan berkembangnya kegiatan ekonomi masyarakat Desa Tridadi serta meningkatkan PADes melalui program desa wisata.

Kata Kunci: BUMDes, Desa Wisata, Peran

ABSTRACT

Village-Owned Enterprise in village development have a strategic role. The existence of a variety of potentials owned by a village requires a group of people or institutions in carrying out development. This is where the role of institutions such as Village-Owned Enterprise is needed. As well as what the Village-Owned Enterprise 'Tridadi Makmur' has done, which has succeeded in developing the potential in Tridadi Village into a tourist village, so as to create economic movement in rural areas.

This research aims to find out the role of Village-Owned Enterprise 'Tridadi Makmur' in the development of tourist villages in Tridadi Village, Sleman Regency and find out the factors supporting the success of the government. The research method used is qualitatively descriptive. Data collection techniques use observation, interview, and documentation techniques. The role analysis studied is in the form of, the role of conscientization carried out through socialization activities, real work, and community empowerment, the role of community organizing carried out through activities to channel community aspirations and division of business units, and the role of resource delivery through various training activities in strengthening human resources. The results showed that the Village-Owned Enterprise 'Tridadi Makmur' has played an important role in developing the potential, resources, and economic capabilities of the people of Tridadi Village through the development of tourist villages. The Village-Owned Enterprise have succeeded in encouraging the growth and development of economic activities of the Tridadi Village community and increasing the Village Native Income (PADes) through the tourist village program.

Keywords: Village-Owned Enterprise, Tourist Villages, Roles