



ABSTRAK

Potensi Lokal untuk Jaminan Sosial: Studi Kasus Inisiatif BUMDes Desa Wunut, Kabupaten Klaten

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Penelitian ini mengkaji inisiatif inovatif Pemerintah Desa Wunut, Kabupaten Klaten, dalam memanfaatkan potensi lokal melalui Badan Usaha Milik Desa (BUMDes) Sumber Rejeki untuk menyelenggarakan program jaminan sosial mandiri, seperti pemberian Tunjangan Hari Raya (THR) dan perlindungan BPJS Ketenagakerjaan bagi warga. Fenomena ini menarik karena melampaui peran tradisional pemerintah desa yang biasanya hanya menjadi penyalur program pusat. Dengan menggunakan teori *Institutional Work*, penelitian ini bertujuan untuk menganalisis bagaimana aktor-aktor desa melakukan tindakan kreatif untuk menciptakan, memelihara, atau mengubah institusi lokal guna meningkatkan kesejahteraan masyarakat.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan Pemerintah Desa, pengelola BUMDes, dan masyarakat penerima manfaat, serta observasi dan dokumentasi. Analisis data dilakukan secara sistematis untuk membedah kategori *institutional work* yang muncul dalam proses implementasi kebijakan.

Hasil penelitian menunjukkan bahwa keberhasilan program jaminan sosial di Desa Wunut didorong oleh tiga aspek utama *institutional work*: (1) *Creating*, melalui mobilisasi sumber daya dan advokasi visi pemimpin desa; (2) *Maintaining*, dengan menjaga transparansi tata kelola BUMDes dan dukungan regulasi desa; serta (3) *Disrupting*, dengan mengubah paradigma masyarakat dari objek bantuan menjadi subjek yang berdaya melalui pengelolaan potensi wisata Umbul Pelem. Penelitian ini menyimpulkan bahwa jaminan sosial berbasis potensi lokal mampu menciptakan resiliensi ekonomi tingkat desa, meskipun tantangan keberlanjutan jangka panjang dan ketergantungan pada aktor kunci tetap menjadi catatan penting.

Kata Kunci: *Institutional Work*, BUMDes, Jaminan Sosial, Potensi Lokal, Desa Wunut.



ABSTRACT

Local Potential for Social Security: A Case Study of the BUMDES Initiative in Wunut

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This research examines the innovative initiative of the Wunut Village Government, Klaten Regency, in leveraging local potential through the Village-Owned Enterprise (BUMDes) "Sumber Rejeki" to organize independent social security programs, such as Holiday Allowance (THR) and BPJS Ketenagakerjaan (Social Security Administrator for Employment) coverage for residents. This phenomenon is significant as it transcends the traditional role of village governments, which typically act merely as distributors of central government programs. Utilizing the Institutional Work theory, this study aims to analyze how village actors engage in creative actions to create, maintain, or transform local institutions to improve community welfare.

The research method employed is qualitative with a case study approach. Data were gathered through in-depth interviews with the Village Government, BUMDes managers, and community beneficiaries, alongside observation and documentation. Data analysis was conducted systematically to dissect the categories of institutional work emerging during the policy implementation process.

The findings indicate that the success of the social security program in Wunut Village is driven by three main aspects of institutional work: (1) Creating, through resource mobilization and advocacy of the village leader's vision; (2) Maintaining, by ensuring transparency in BUMDes governance and supporting village regulations; and (3) Disrupting, by shifting the community paradigm from passive recipients to empowered subjects through the management of "Umbul Pelem" tourism. This study concludes that local potential-based social security can foster economic resilience at the village level, although long-term sustainability challenges and dependence on key actors remain critical points for consideration.



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Keywords: Institutional Work, BUMDes, Social Security, Local Potential, Wunut Village.