



Management Optimization Tourism Business Unit at BUMDES Dharma Abadi in Apuan Village, Kec. Susut, District. Bangli

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Abstract

Apuan Village is one of the villages in Susut District, Bangli Regency, which has many potential water tourism attractions in the form of waterfalls, rivers and baths. In accordance with the provisions of Law Number 6 of 2014 concerning Villages, it is stipulated that an entity called a Village-Owned Enterprise, each village may have a Business Entity to manage the village's potential through its business units. BUMDes Dharma Abadi, is a business entity owned by Apuan village which was founded in 2017, with several business units. The business units managed by BUMDes Dharma Abadi are savings and loan business units, drinking water supply management and Tibumana tourist attraction management.

The Tibumana tourist attraction management business unit still cannot be optimally developed, this occurs due to a lack of management capability from the human resources it has, so the development of the business unit managed by BUMDes which is expected to be able to improve community welfare and also be able to increase the APuan Village PADES cannot be achieved. achieved.

Keywords: Human Resources; Tourism Management Business Unit; BUMDes



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Introduction

The large amount of potential that exists in Apuan Village has caused the Apuan Village Government to wish that the management of this natural potential be managed professionally by BUMDes Dharma Abadi Apuan Village which was established in 2017. The geographical position of Apuan village is not too far from Ubud, which is one of the village icons. Gianyar Regency has international tourism, as well as natural potential which is rich in waterfalls, rivers, canyons and baths with a beautiful atmosphere and has spiritual magical values, making Apuan Village have great potential to be developed as a destination for tourists who really like views. nature is still beautiful.

So far, BUMDes Dharma Abadi has been operating in the savings and loan business sector, and since 2018 it has added a business unit for managing tourist attractions, as well as managing the collection of village drinking water levies.

One of the quite famous tourist attractions owned by Apuan Village, precisely located in the Bangun Lemah Kawan hamlet, is the Tibumana waterfall. The beauty of the Tibumana waterfall is well known to foreign and domestic tourists. Even though it is quite well known, especially among foreign tourists, Tibumana waterfall cannot be relied on as a tourist icon in Apuan Village. Efforts that have been made by the tourist attraction management are to equip supporting infrastructure such as parking areas, restaurants, souvenir shops, photo spots, footpaths that are pedestrian friendly, places to rinse off and also have companions from Pokdarwis, namely security personnel. and tools for rescue if an accident occurs around the Tibumana waterfall tourist attraction.

To further improve the management of the Tibumana Waterfall tourist attraction and other potential tourist attractions in Apuan Village, collaboration with third parties is needed to further increase tourist visits to Apuan Village.

Based on this background, the basic problems found are:

1. Has there been no assistance with a written cooperation contract carried out at the Tibumana Waterfal Tourism Business Unit?
2. There is no empowerment for good management, and what are the forms of empowerment and marketing methods through offline and online media for the Tibumana Waterfal business unit. Lack of optimal knowledge and ability of the management of the Tourism Business Unit at BUMDes Dharma Abadi, Apuan Village, Susut District, Bangli Regency. This can be seen from recruitment to reporting of tourism units which has not been optimal so that it has an impact on the progress of BUMDes Dharma Abadi?

Based on the problems above, through this community service activity, provide socialization and assistance in drafting cooperation contracts, as well as provide training to the managers of Tourism Business Units at BUMDes Dharma Abadi regarding good and correct management of BUMDes in accordance with existing legal rules regarding Human Resources. (HR) Tibumana Tourist Attraction Management Business Unit To improve the HR capabilities of BUMDes Dharma Abadi, in the service of 10 employees of the Tibumana tourist attraction management business unit and Pokdarwis were given assistance in drafting cooperation contracts and basic training regarding financial reporting management in accordance with accounting principles.

Method

The implementation method used in the community service program is by:

Table 1. Implementation method

No	Program	Implementation method
1	Partner Problem Mapping	Conduct interviews with the Apuan Village Government and the management of the Tibumana Tourism Attraction Management Business Unit, BUMDes Dharma Abadi.
2	Socialization	Socialization about the importance of contracts that comply with legal rules and good accounting reporting.
3	Accompaniment	Invite and involve the District Tourism Office. Bangli, invited academics from the Unwar Faculty of Economics to assist in the management of accountable financial reports and assist in the preparation of draft contractual agreements with third parties.

In implementing this program, partners also play an important and active role from the beginning to the end of the activity. Partner roles or contributions include:

1. District Tourism and Culture Department. Bangli provided training to the management of the Tibumana Tourism Management Business Unit regarding tips for advancing the Tibumana tourist attraction and other tourist attractions in Apuan Village.

2. Perbekel along with the staff, core management and employees of BUMDes as many as 10 people actively participated in socialization activities and providing human resources to improve BUMDes Dharma Abadi as well as preparing draft contract agreements.

Result and Discussion

Written cooperation contract executed at the Tibumana Waterfal Tourism Business Unit

In Law Number 6 of 2014 concerning Villages, it is envisaged that an entity is called a Village-Owned Enterprise. Likewise with the management of village potential in Apuan Village. To date, BUMDes Dharma Abadi has 3 (three) managed business units, namely, the credit business, tourism object management, namely the management of the Tibumana waterfall tourist attraction, and a drinking water levy management business unit.

The high potential for tourist attractions in Apuan Village apart from the Tibumana waterfall, Apuan Village also has tourism potential for Pengibul waterfall, Tirta Payuk waterfall, spiritual Tirta Empul Temple, Mangsi River. This is the potential that Apuan Village wants to develop through the BUMDes Dharma Abadi tourism management business unit. So far, the tourism management business unit has only exported the potential of the Tibumana waterfall, but even that has not been maximized. The new Tibumana tourist attraction provides parking lots, shops that provide souvenirs, restaurants and spots for photos and several booths for changing clothes around the Tibumana waterfall. Apart from the physical building, the management also provides several officers to supervise tourists visiting Tibumana (life guards) as well as cleaning staff.



Figure 1. Tibumana waterfall, Apuan Village Parking Area

The Tibumana Waterfal tourism business unit needs to develop collaboration with third parties to promote the existence of Tibumana. Provide assistance in improving the preparation of cooperation contracts with third parties to be able to develop the potential of tourist attractions and the management abilities of managers so as to increase income in business units which will certainly have a positive impact on increasing the APBDEs from the income obtained by BUMDes Dharma Abadi.



Figure 2. Tibumana waterfall, Apuan Village

Legally, the contract or agreement made by the parties must fulfill the conditions for the validity of the agreement as stated in Article 1320 of the Civil Code, which stipulates that every contract or agreement made by the parties must fulfill the 4 conditions for the validity of the contract or agreement, namely that there must be an agreement. between the parties, the parties are competent from a legal perspective, then there is a certain thing or there is an object of the contract or agreement then the cause is halal, meaning that the contract or cooperation agreement with any party is not prohibited as long as it does not conflict with ethical norms, moral norms, compliance norms and public order.

The cooperation contract implies that clear guidelines have been made for the company or institution so that they are not violated and have an impact on external parties (third parties) in anticipating negative impacts that may occur due to default by the parties (Adrian Sutedi, 2009).

As is usual with contracts in general, a contract is an event where one person makes a promise to another person or where two people promise each other to carry out something. (Subekti, 1983: 1). Meanwhile, a tourism business unit cooperation contract is a business carried out jointly or individually or between groups which aims to achieve a common goal. Thus, cooperation is the most important interaction. This is because humans are essentially social creatures who are considered unable to live alone without other people.

In Article 1338 of the Civil Code which determines that all contracts or agreements made legally apply as law for those who make them. In cooperation contracts between tourism business units and partners, when there is a breach of promise (default) it means not carrying out the contents of the cooperation contract. Even though the parties have previously provided justice and legal certainty to the parties, the law provides sanctions in the form of compensation, cancellation of contracts or agreements, contracts becoming null and void and risk transfer.

In conducting business management and marketing management training so that partners can provide better promotional facilities and partners can also carry out a feasibility analysis of the dance business, they can calculate the amount of net profit obtained and they can expand the marketing area for tourist attractions if in the future the amount of profit increases. In this case, there is also good business management and marketing strategies for the Tibumana Waterfal tourism business using online media (via YouTube and Instagram).



Figure 3. Meeting Team from BUMDES Dharma Abadi

Management of the Tibumana Tourism Management Business Unit at BUMDes Dharma Abadi

In Law Number 6 of 2014 concerning Villages, Article 78 states that Village Development aims to improve the welfare of Village communities and the quality of human life as well as overcoming poverty through fulfilling basic needs, developing Village facilities and infrastructure, developing local economic potential, and utilizing resources. nature and the environment in a sustainable manner. The most appropriate use of natural resources and the environment by villages is through Village-Owned Enterprises (BUMDes). BUMDes is a village business institution that is jointly managed by the community and village government in an effort to strengthen the village economy.

Village-Owned Enterprises, hereinafter referred to as BUM Desa, are business entities whose capital is wholly or largely owned by the Village through direct participation originating from separated Village assets in order to manage assets, services and other businesses for the greatest welfare of the community Village.

BUMDes as a village economic institution is expected to be able to manage all finances circulating in the village through managing various business units in accordance with the village's potential. With professional management of the various business units, BUMDes will be able to generate profits. Part of the BUMDes profits will be distributed evenly to the village and back to the community. The majority of BUMDes capital comes from the village, so that BUMDes management must be based on cooperative, emancipatory, participatory, transparent and accountable principles.(Furqaini,2009)

A very important thing in advancing village potential is to provide guidance and increase the knowledge of the community in managing a village institution. And this coaching can be done through various kinds of training, mentoring and also control through evaluations of the results of work that has been carried out on BUMDes governance. Human resources who understand BUMDes management are the key to village progress Apuan, without good governance, of course everything that is done will not run well.

A total of 10 (ten) managers and employees of tourism management business units at BUMDes were given basic training on tips that can be used to increase tourist visits to Tibumana. The potential for developing homestays is very worthy of development, as well as typical Apuan and Bangli village culinary delights that can be utilized by the community around the tourist attractions in Apuan Village. Apart from that, the potential of young people through studios or sekaa is also a supporting factor that can be developed to predict the activities of tourists who spend the night in homestays. So that Apuan Village, through its tourism management business unit, has activities from upstream to downstream in pampering tourists who come, not only relying on tourist attractions but also pampering tourists by involving tourists in the daily life of

the people in Apuan Village.

Advances in technology and information can be an opportunity for the BUMDes Dharma Abadi tourism management business unit to provide technology-based services, including electronic invitations or digital letters, which are intended to create ease and effectiveness in disseminating information.

Conclusion

Cooperation contracts are very necessary to provide legal certainty for the binding parties. The cooperation contract between BUMDes Dharma Abadi and third parties in managing tourist attractions in Apuan Village must reflect the principles of justice and legal certainty for the parties.

Management of the tourism business unit at BUMDes Dharma Abadi collaborates with local residents to provide supporting infrastructure such as providing homestays, sekaa activities especially *teruni* which have a positive impact on the development of tourist attractions.

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