

Bumdes Bangun Mandiri Communication Strategy in Developing Villages Based on Local Wisdom in Bekiung Village

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ABSTRACT

BUMDES Bangun Mandiri is growing rapidly by implementing various programs that synergize with the village government so that in 2022 it will produce several superior products, namely processing of local agricultural and plantation products, savings and loan units and livestock. The superior product produced is a development of village potential owned by Bekiung Village, but BUMDES Bangun Mandiri must still be able to maintain its existence in village development because it is related to improving community welfare and the village economy through communication patterns that can unite commitment with the community in achieving goals in future. Effective communication must be carried out by BUMDES Bangun Mandiri to increase public awareness which is still not optimal in developing local village products that originate from village potential so that they can compete in the industrial world. The intended local products are also one of developing the local wisdom of Bekiung Village by prioritizing village potential that can be developed in the future. The method used in this study is a qualitative method, with the method used to produce research, namely the existence of a BUMDES Bangun Mandiri communication strategy to develop villages through emphasizing local wisdom as a village economic strength to create a prosperous society.

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1. INTRODUCTION

BUMDES Bangun Mandiri has been formed since 2015 which has developed with main programs in agriculture and animal husbandry. In developing villages that are oriented to local wisdom in Bekiung Village, BUMDES Bangun Mandiri really needs a communication strategy that can maximize community participation in supporting local village products which are expected to become superior products in improving the village and community economy. Specifically, the goals in the communication strategy implemented by BUMDES Bangun Mandiri are to increase community awareness regarding village development that is oriented towards local wisdom, to be able to carry out the concept of development communication which is expected to carry out educational activities and also motivate the community so that program implementation can be well planned.

BUMDES is a Village-Owned Enterprise established by a village and legally incorporated, as explained by (1) that BUMDES was formed as a new approach to managing and developing village potential which is fully implemented by village communities, namely from villages, by villages and for villages that are professionally managed and standardized on the village's original potential so as to make community businesses more productive and effective. Thus, BUMDES functions as a pillar of national independence which at the same time becomes an institution to accommodate community economic activities that develop according to

their characteristics in order to improve the welfare of rural communities.

The function carried out by BUMDES Bangun Mandiri in Bekiung Village is as an effort to increase the economic level in developing villages that are oriented to local wisdom. So, to carry out this function and take advantage of local products as village potential, it is important to implement a communication strategy to increase community participation in programs implemented in developing villages through local wisdom owned by the village so that village development can proceed as it should. As explained by (2) that choosing a strategy is a crucial step that requires careful handling in communication planning, because if you choose the wrong strategy, you will get wrong results and can be fatal, especially at a loss of time. Material and power. Then (3) explained that a communication strategy is an important thing that needs to be done to convey a message as well as information to the public, where a communication can be a factor of influencing and reaching out to achieve the expected goals. Furthermore, (4) that the use of strategy in the field of communication becomes a determinant in providing understanding to other people, so that the message conveyed by the communicator can be well understood by the communicant. Thus, the communication strategy in village development carried out by BUMDES Bangun Mandiri must placed as part of the communication plan in achieving goals, so that they can communicate well with the community in developing villages that are oriented to local wisdom as an effort to realize an increase in the village economy and the welfare of local communities.

Communication built by BUMDES Bangun Mandiri in developing local wisdom-based villages in Bekiung Village, still requires the right strategy so that it can influence the community to be able to work together in developing and advancing the village through local products that can be managed by BUMDES. So, in the development of villages based on local wisdom in Bekiung Village, it must be carried out in stages starting with the preparation of a communication strategy design. As stated by Liliweri dalam (5) that in compiling a communication strategy that leads to the implementation of development, it can be done in stages, namely 1) media development, as well as regulation and deregulation; 2) efforts to elevate the role of communication played by various institutions in a professional manner; 3) cultural development; 4) human resource development and training; 5) the application of information technology from the beginning of old, new, renewal of information technology; 6) describe forms of regional and international cooperation; 7) support commercialization and privatization; 8) resource mobilization and resource allocation. Thus, through this communication strategy it is hoped that it can provide solutions to the problems faced by BUMDES Bangun Mandiri, namely related to community participation in supporting local wisdom-oriented village development in Bekiung Village.

2. LITERATURE REVIEW

The communication strategy must be able to demonstrate how its operations can practically be carried out with different approaches, according to the objectives of the communication strategy and depending on the situation and conditions. So, the communication strategy can be carried out with the steps as described by Cangara dalam (6), namely; 1) determine the communicator as the main actor in communication activities, which must be rich in ideas, and full of creativity; 2) setting targets and analyzing the needs of audiences, namely the community as the target of the communication program. The community determines the success or failure of a program; 3) compose a message that is tailored to the program you want to convey. This message is informative, persuasive and educational; 4) choosing media and communication channels UNESCO in giving instructions that in selecting communication media, it is necessary to pay attention to the following: available communication resources; ownership of media among the target community and whether or not the message to be conveyed is reachable. Then, the communication strategy also has three main objectives, as explained by (7) namely 1) to secure understanding is to make the communicator understand the message to be conveyed, so that things will not happen after the communication is complete ; 2) to build acceptance is so that the communicant can act or respond according to our wishes; 3) to motivate action, is to ensure that the communicant understands the message he receives, if the communicant does not understand then the recipient must be fostered and finally the activity is motivated. Based on this opinion, the communication strategy that can be implemented must be based on the stages carried out by BUMDES Bangun Mandiri which can support village development based on local wisdom in Bekiung Village.

Village development based on local wisdom in Bekiung Village must be supported by a BUMDES Bangun Mandiri communication strategy that is right on target, so that the process carried out can result in the achievement of predetermined goals. Thus, this BUMDES communication strategy must be able to determine the best way to develop local wisdom-based villages based on the concept of development communication. So, (8) that in the implementation of development programs that involve the community as well as other parties as stakeholders, development communication is an important element for conveying development messages effectively to the community by the government to socialize development policies including village development based on local wisdom. In accordance with the results of research from (9), (10) that efforts to make changes at this time must be by increasing relations with natural systems that can provide new innovations about village potential that can be developed through environmentally friendly planning with local content.

Based on some of these opinions, the BUMDES Bangun Mandiri communication strategy in developing villages through local potential must be carried out with a development communication approach that is more directed at community involvement in every development program managed by BUMDES Bangun Mandiri in Bekiung Village.

3. RESEARCH METHODS

The method used in this research is a qualitative descriptive method, which is a type of research that seeks to describe the object or subject under study in accordance with what it is with the aim of systematically describing the facts and characteristics of the object under study accurately and understanding each context of the phenomenon as a whole. This research was conducted using a descriptive method with a qualitative approach. So, (11), argues that qualitative research is methods for exploring and understanding the meanings that a number of individuals and groups of people ascribe to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and procedures for collecting specific data, analyzing data inductively from specific themes to general themes, and interpreting the meaning of the data.

4. RESULTS

Bekiung Village is a village in Kuala District, Langkat Regency, with an area of 900 hectares, with a population of \pm 1,562 people. In general, villagers work as farmers, ranchers and plantation workers. The superior potential possessed by the village is in the agricultural and plantation sectors. Thus, the village government in 2015 formed BUMDes Bangun Mandiri which aims to process village community agricultural products so that the benefits of developing the agricultural sector as a leading potential of the village can be felt directly by local communities.

In addition to developing the superior potential of the village, it is hoped that BUMDes Bangun Mandiri can also develop other fields that can improve the village economy and the welfare of the village community. BUMDes Bangun Mandiri was formed on December 23, 2015 based on Village Regulation Number 05 of 2015. Over time, the management of BUMDes has progressed in its management through a flagship program, namely the Savings and Loan Unit Cooperative which provides benefits to village communities as a forum for capital and investment. Then, BUMDes Bangun Mandiri also accommodates community agricultural products and then promotes them by producing basic needs products such as rice and others.

One of the efforts made by the management of BUMDes Bangun Mandiri is to develop local community products as superior businesses and also create innovations in the use of agricultural waste so that it can be reprocessed into local village characteristics. Thus, it is very important to have an optimal communication strategy from BUMDes Bangun Mandiri management to develop local wisdom in Bekiung Village.

The program that is being implemented by BUMDes Bangun Mandiri is the use of agricultural waste and cultivating livestock seeds as local products that are oriented towards developing local wisdom from village potential. As explained by (12) that BUMDes is an instrument of empowering the local economy with various types of businesses according to the potential of the village, where the development of village potential is the main goal in improving community welfare so that it has an impact on increasing the source of village original income (PAD).). Then, (13) emphasized that the function of the existence of BUMDes in its management is fully carried out by the village community, namely the village, by the village and for the village, so based on this BUMDes works by accommodating community economic activities that originate from the village's original potential and then developing this potential is the hallmark of the village in order to improve the welfare of the village community. Furthermore, (14) that the assistance provided to BUMDes managers is an effort to develop and build villages with various activities that support the progress of BUMDes and village development.

This statement proves that in carrying out its functions BUMDes Bangun Mandiri must be able to carry out its work procedures by increasing communication between fellow citizens who are included in the BUMDes Bangun Mandiri management group, such as farmer groups and livestock groups. Communication is very important in developing local wisdom that comes from village potential, especially between groups in membership or development units for the flagship BUMDes Bangun Mandiri program as an effort to carry out its main function, namely from the village, by the village and for the village. As illustrated below:



Figure 1. Processing of Agricultural Products in Bekiung Village



Figure 2. BUMDes Bangun Mandiri Livestock Cultivation Business Unit



Figure 3. Economic and Trade Unit BUMDes Bangun Mandiri

While the results of the activities of the savings and loan cooperative business unit since 2016 have been realized by providing capital to community groups that need capital and also part of the community investing in the BUMDes BUMDes savings and loan cooperative in Bekiung Village. As explained in the table below:

Table 1. Distribution of BUMDes Mandiri Savings and Loans Cooperative Loans in Bekiung Village

No	Tahun	Jumlah Nasabah orang	Total Penyaluran Rp.
1	2016	23	26.500.000
2	2017	110	134.000.000
3	2018	150	272.000.000
4	2019	135	231.500.000
5	2020	83	150.500.000
6	Jumlah	501	814.500.000

Based on these data, both from agricultural product processing business units, livestock cultivators, economy and trade as well as savings and loans at BUMDes Bangun Mandiri, are very closely related to the ability of human resources who can manage and cooperate well in BUMDes management as a manifestation of productive economic management. carried out in a cooperative, participatory, emancipatory, transparent, accountable and sustainable manner. Thus, the communication strategy becomes important to achieve the goals that have been set. Where, communication as the process of delivering information that has specific and specific goals that belong to an organization that is structured in a work plan framework in carrying out activities.

5. DISCUSSION

The verbal communication strategy is carried out by BUMDes Bangun Mandiri by providing training and assistance to farmer and livestock groups. The purpose of this activity is to increase the creativity of the community, through a mutual cooperation approach to exploring village potentials owned by Bekiung Village. This strategy also aims to increase community participation in discovering local wisdom in Bekiung Village through identifying village potential so that it can become the latest innovation in developing BUMDes Bangun Mandiri in Bekiung Village. So, according to what was explained by Cangara dalam (15) that a communication

strategy can be carried out with the following steps: 1) Establish a communicator as the main actor in communication activities, must be rich in ideas, and full of creativity. 2) Setting targets and analyzing the needs of the audience, namely the community as the target of the communication program. The community determines the success or failure of a program. 3) Compose messages that are tailored to the program you want to convey. This message is informative, persuasive and educational. 4) Choose the media and communication channels by giving instructions that in selecting the communication media, available communication resources, ownership of the media among the people as the target and whether or not the messages to be conveyed are reachable.

Then, (16) that the use of strategy in the field of communication is a determination to provide understanding to other people, so that the message conveyed by the communicator can be well understood by the communicant. In this study, the process of conveying messages to community groups in BUMDes Bangun Mandiri was carried out in a primary way, namely the process of conveying an idea using symbols as media. Primary media symbols are language, signs, pictures, colors and so on. In accordance with the results obtained, the strategy adopted by BUMDes Bangun Mandiri in developing village potential based on local wisdom is to use group communication.

The BUMDes Bangun Mandiri communication strategy carried out by its managers and applied to the implementation of work is as follows: 1) Inform the public about BUMDes management policies in a transparent, open manner, including regarding the financial budget, both income and expenditure. 2) Building a system of cooperation between community groups through BUMDes coordination so as to facilitate the implementation of the activities of each leading program. 3) Provide special guidance and assistance for community groups who need increased skills and abilities according to their fields. 4) Build cooperation with all parties so that they can assist community groups in carrying out their routine activities and can also promote processed products so that they can improve community welfare and also increase village original income sources (PAD).

Based on this explanation, the communication strategy carried out by BUMDes Bangun Mandiri uses communication media in the form of symbols that lead to increasing the abilities and skills of community groups in developing local wisdom that originates from village potential owned by Bekiung Village. This is consistent with the research results of (17) that in an organization must have valuable human resources with attitudes, behaviors, insights, abilities, expertise and skills that are appropriate to their fields, then communication strategies are carried out to increase capabilities This must be done with a training and training approach. These training and mentoring activities can also support the community to be directly involved in planning, implementing and evaluating village development so that they can participate in advancing villages that are oriented towards local wisdom.

6. CONCLUSION

Public communication becomes the process of exchanging messages with a number of people within an organization or outside the organization, face to face or through the media. Selection of a suitable strategy in public communication is a crucial step that really requires careful handling in implementing village activities, especially developing village potential carried out by BUMDes.

Developing village potential through BUMDes Bangun Mandiri in Bekiung Village is a solution that can make the village an independent village. This is because BUMDes is a business entity established by the village government which is managed by the community which was formed from the results of deliberations and agreements between the community and the government which aims to drive the community's economy and also increase village original income (PADesa). So the presence of BUMDes Bangun Mandiri in Bekiung Village is a new strength, especially in the economic field so that it can help the process of achieving community welfare by minimizing poverty and unemployment rates.

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