

INCREASING MANAGEMENT CAPACITY OF BUMDES HARUM MITRA JAYA, TIRTOHARGO VILLAGE, YOGYAKARTA SPECIAL REGION USING BUSINESS INCUBATION METHODS

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ABSTRACT

Tirtohargo Village is located in Kretek District, Bantul Regency, Special Region of Yogyakarta as a Coastal Village which has many village potentials such as Tourism, Agriculture and Marine Fisheries. To take advantage of the village's potential, in 2017 Tirtohargo Village formed a BUMDes which has just started to actively move to create business units in accordance with village potential starting in 2020. Some of the business units they have developed include PAMSINAS (Community-Based Water Supply and Sanitation), Iconnet provider data package and internet network, Tourism Business Unit, and Waste Management. However, along with the rapid development of BUMDes Harum Mitra Jaya, from observations and interviews conducted with the Director of BUMDes Harum Mitra Jaya, two problems emerged, namely the Human Resources Problem for BUMDes Management and the BUMDes Management Management System Problem. The results of interviews with the Director of BUMDes and Village Government as well as observations made by the team still need to increase the capacity needed to equip unit administrators and staff to be able to develop BUMDes to become an economic driving unit in the Village. Management Training and Assistance are needed by managers to increase capacity and equip BUMDes managers. The second problem is regarding the management system, especially financial recording which is still done manually, whether it is done at the Harum Mitra Jaya BUMDes Management or in each BUMDes business unit. With the increasing number of business units running in mid-2021 and 2022, a financial recording system is needed that can assist managers in recording and managing finances when BUMDes business units begin to develop starting in 2021. In the first problem, namely the Human Resources problem for BUMDes Managers, a series of assistance and training is needed that is adjusted to a needs analysis that is in accordance with the conditions of the BUMDes Manager of Tirtohargo Village. The Training and Assistance Scheme will be implemented with the Business Incubation Model where the Concept Model is divided into 3 Phases namely Preparation (Pre-Incubation), Implementation (Incubation) and Post-Incubation.

Kata Kunci: *BUMDes; Digitization; BUMDes Management; Business Incubation; Village Economy*