

ABSTRAK

Yuliasih. 2025. *Strategi Adaptif Badan Usaha Milik Desa (Bumdes) Sinar Mulya Dalam Menjaga Eksistensi Usaha Melalui Potensi Desa*. Skripsi. Pembimbing 1: Dra. Nunun Nurhajati, M.Si, Pembimbing 2: Laily Purnawati, SIP., MSi

BUMDes Sinar Mulya merupakan lembaga desa yang berperan dalam mengelola potensi lokal untuk meningkatkan kesejahteraan masyarakat. Namun, dalam pelaksanaannya BUMDes menghadapi sejumlah kendala, seperti keterbatasan modal, kualitas SDM yang belum merata, kondisi cuaca yang memengaruhi usaha peternakan, serta minimnya pemanfaatan teknologi. Hal ini menuntut adanya strategi adaptif agar BUMDes tetap mampu menjaga eksistensi usaha. Penelitian ini bertujuan untuk mendeskripsikan Strategi adaptif badan usaha milik desa (Bumdes) Sinar mulya dalam menjaga eksistensi usaha melalui potensi desa. Pendekatan yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Teori yang digunakan dalam menganalisis strategi adaptif merujuk pada tiga pendekatan menurut William Bennet, yaitu adaptasi perilaku, adaptasi siasat, dan adaptasi proses. Hasil penelitian menunjukkan bahwa BUMDes Sinar Mulya telah menerapkan strategi adaptif dalam menghadapi berbagai tantangan usaha. Adaptasi perilaku dilakukan dengan merencanakan pengembangan potensi wisata dan produk lokal secara jangka panjang. Adaptasi siasat terlihat dalam respon cepat terhadap perubahan musim, kebutuhan pasar, dan keterbatasan SDM. Sementara adaptasi proses diwujudkan melalui inovasi layanan seperti wisata edukasi, pengolahan susu, serta kolaborasi dengan pihak eksternal. Faktor pendukung keberhasilan BUMDes antara lain kekompakan pengurus, dukungan masyarakat, dan keberadaan potensi unggulan desa. Namun, terdapat beberapa hambatan seperti keterbatasan modal, rendahnya pemerataan kualitas SDM, kondisi geografis yang dipengaruhi musim dan minimnya digitalisasi serta inovasi teknologi. Penelitian ini menyimpulkan bahwa strategi adaptif yang tepat dapat membantu BUMDes menjaga eksistensi dan keberlanjutan usaha. Oleh karena itu, peningkatan kapasitas SDM, akses pendanaan, serta digitalisasi usaha menjadi rekomendasi penting ke depan.

Kata kunci: Strategi Adaptif, BUMDes, Eksistensi Usaha, Potensi Desa

ABSTRACT

Yuliasih. 2025. Adaptive Strategy of Village-Owned Enterprises (BUMDes) Sinar Mulya in Maintaining Business Existence through Village Potential. Thesis. Advisor 1: Dra. Nunun Nurhajati, M.Si, Advisor 2: Laily Purnawati, SIP, MSi

BUMDes Sinar Mulya is a village institution that plays a role in managing local potential to improve the welfare of the community. However, in its implementation, BUMDes faces several challenges, such as limited capital, uneven human resource quality, weather conditions affecting livestock farming, and insufficient technology utilisation. This necessitates adaptive strategies to ensure BUMDes can sustain its operations. This research aims to describe the adaptive strategy of the village-owned enterprise (BUMDes) Sinar Mulya in maintaining business existence through village potential. The approach used is descriptive qualitative with data collection techniques through interviews, observation, and documentation. The theory used in analysing adaptive strategies refers to three approaches according to William Bennet, namely behavioural adaptation, tactical adaptation, and process adaptation. The results show that BUMDes Sinar Mulya has implemented adaptive strategies in facing various business challenges. Behavioural adaptation is carried out by planning the development of tourism potential and local products in the long term. Strategic adaptation is seen in the rapid response to seasonal changes, market needs, and limited human resources. While process adaptation is realised through service innovations such as educational tourism, milk processing, and collaboration with external parties. Supporting factors for the success of BUMDes include the cohesiveness of the management, community support, and the existence of superior village potential. However, there are several obstacles such as limited capital, low equitable distribution of human resource quality, geographical conditions affected by seasonality and lack of digitalisation and technological innovation. This study concludes that the right adaptive strategy can help BUMDes maintain business existence and sustainability. Therefore, improving human resource capacity, access to funding, and business digitalisation are important recommendations going forward.

Keywords: Adaptive Strategy, BUMDes, Business Existence, Village Potential