

THE USE OF SWOT ANALYSIS TO OPTIMIZE VILLAGE POTENTIAL IN ORDER TO INCREASE ORIGINAL VILLAGE INCOME IN BENGKALIS DISTRICT

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ABSTRAK

Penelitian ini dilakukan bertujuan untuk mendeskripsikan desa dalam penggunaan analisis SWOT untuk optimalisasi potensi desa dan Pendapatan Asli Desa (PADes) yang dapat dikembangkan melalui Badan Usaha Milik Desa (BUMDes), didukung oleh Undang-Undang Desa Nomor 6 Tahun 2014 Tentang Desa adalah memberikan kewenangan kepada desa untuk mengatur urusan pemerintahan dan kepentingan masyarakat setempat. Metode penelitian yang digunakan adalah deskriptif kualitatif. Data dikumpulkan melalui wawancara mendalam dan observasi.

Penelitian ini menunjukkan bahwa pemetaan rencana usaha yang dikembangkan oleh BUMDes di tiga desa, yaitu Desa Kuala Alam, Desa Senggoro, dan Desa Meskom, memiliki hasil yang bervariasi tergantung pada potensi dan sumber daya masing-masing desa. Tantangan yang dihadapi termasuk keterbatasan alat dan modal, serta ancaman dari kondisi cuaca yang tidak menentu. Meskipun upaya pemetaan sudah optimal, keterbatasan sumber daya alam membuat sulit untuk mengembangkan usaha yang dapat meningkatkan pendapatan desa.

Kata Kunci: Pemetaan Potensi Desa, Pendapatan Asli Desa (PADes), Badan Usaha Milik Desa (BUMDes)

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ABSTRACT

This study aims to describe the use of SWOT analysis in optimizing village potential and Original Village Income (PADes) that can be developed through Village-Owned Enterprises (BUMDes), supported by Village Law Number 6 of 2014 concerning Villages, which grants authority to villages to manage local governance and community interests. The research method used is descriptive qualitative. Data were collected through in-depth interviews and observations.

This study shows that the business plan mapping developed by BUMDes in three villages, namely Kuala Alam Village, Senggoro Village, and Meskom Village, yielded varying results depending on the potential and resources of each village. Challenges faced include limitations in tools and capital, as well as threats from unpredictable weather conditions. Although the mapping efforts have been optimal, the limitations of natural resources make it difficult to develop businesses that can increase village income..

Keywords: *Village Potential Development, Village Original Income (PADes), Village Owned Enterprises (BUMDes)*