

CHAPTER I

INTRODUCTION

1.1 Background

Today's business competition is getting tougher, both in the production sector and service. Based on these conditions, the authority must be able to think creatively and innovatively in reading business opportunities (Husain Umar, 2018).

Facing conditions like today, requires business actors to think harder in planning their business. Likewise with Bumdesa. Bumdesa movers must think more creatively to penetrate the market and win the hearts of consumers amidst economic constraints. Especially if you are just starting a business or setting up a place of business. Careful business planning is required and every aspect is carefully considered, so that the business plan can be executed.

Defined by Sumiati (2012) Business Plan is a written document that explains the company's/entrepreneur's plan to take advantage of business opportunities that exist in the company's external environment, explains the competitive advantage of the business, and explains the various steps that must be taken to make these business opportunities into business opportunities. a real form of business. Business plan is a selling document that expresses the attractiveness and expectations of a business to potential funders.

This research was conducted at the request of the management of Bumdesa Air Putih Jaya, which aims to determine the Bengkalis community's perception of the plan to establish a Bumdesa Air Putih Jaya outlet. This research is expected to contribute to the consideration of the Air Putih Village Government and the Bumdesa Air Putih Jaya administrators inferry port Putih Bengkalis (Profile Bumdes, 2015).

BUM Desa Air Putih Jaya is a Village Owned Enterprise formed by the Village Government of Air Putih through a screening conducted by the Village government of Air Putih during the leadership of Mr. H. Syamsudin on 15 December 2015 and stipulated in a Decree and named “BUMDESA AIR PUTIH JAYA ” BUM Desa Air Putih Jaya is addressed on Panglima Minal Street Desa Air Putih (Profile Bumdes, 2015).

The largest livelihood carried out by the residents of Air Putih Village is still related to land management and natural wealth in the plantation sector and livelihood outside the land management sector. This can be seen by the existence of the largest livelihood, namely Farmers and the existence of the Air Putih Village community who work as laborers because Air Putih Village is already crowded and crowded which is the entrance and exit for the community to Bengkalis Island (Profile Bumdes, 2015).

Other livelihoods are self-employment and trade where the people of Air Putih Village carry out economic activities of buying and selling commodities from plantation production, opening a restaurant, marketing products to meet the daily needs of residents, as well as other business activities. The rest, who are a small part of the residents of Air Putih Village, make a living in the formal sector by becoming employees of both the private sector and civil servants (Profile Bumdes, 2015).

Defined by Subagyo (2007) This primary aspect exists in all business sectors consisting of: market and marketing aspects, technical and technological aspects, management and organizational aspects, legal aspects, as well as economic and financial aspects.

Based on the explanation of the background above, the researchers are interested in conducting research with the title **“Analysis of Community Perceptions on The Establishment of Outlet Business Plan at Bumdes Air Putih Jaya Bengkalis.”**

1.2 Formulation of the Problem

Based on the background that has been stated above, it can be seen that the problem formulation of this research is :

1. How Community Perceptions on The Establishment of Outlet Business Plan at Bumdes Air Putih Jaya?
2. Which factor has the most influence on the of Outlet Business Plan at Bumdes Air Putih Jaya?

1.3 Purpose of the Study

Based on the formulation of the problem, the objectives to be achieved by the author through this research are:

1. To find out Community Perceptions on The Establishment of Outlet Business Plan at Bumdes Air Putih Jaya
2. To find out factor has the most influence on the of Outlet Business Plan at Bumdes Air Putih Jaya

1.4 Significance of the Study

Based on the problem formulation and research objectives that have been written previously, it is expected that this research will be useful for many parties, including:

1. For the Village
 - a The selection of the type of business that can generate the greatest benefit or is most feasible to implement.
 - b The availability of data and information on business feasibility will facilitate the preparation of a business plan.
 - c Increasing the ability or skills of villagers in managing economic business rationally and modernly.
 - d Availability of information about business prospects that can attract villagers and other parties to support business

development. For example, villagers or financial institutions (banks) are interested in investing or lending money to support business development carried out by BUM Desa.

2. For the Government

Assessment of the establishment of outlet business is concerned with aspects of legality and licensing.

3. For the community

Reference for community assessment of a project or business usually involves AMDAL (environmental impact), increasing ideas and knowledge of what business to sell, increasing turnover for each sale in BUMDes.

4. For Researchers

This research is expected to be an experience, application of knowledge possessed and a form of dedication of researchers to the village and Carrying out a establishment of outlet business means studying a business object comprehensively so that its preparation will get valuable learning and experience.

1.5 Scope and Limitation of the Problem

Based on the background of the problem that has been described, the author can identify the scope of this research, namely a Analysis of Community Perceptions on The Establishment of Outlet Business Plan at Bumdes Air Putih Jaya Bengkalis. Limitation of the problem in this paper is a Analysis of Community Perceptions on The Establishment of Outlet Business Plan.

1.6 Writing System

In order for the writing of this undergraduate thesis to be systematic and neatly arranged, a writing system is needed. The following is a writing systematic undergraduate thesis :

CHAPTER I : INTRODUCTION

In CHAPTER I the author explains the background, formulation of the problem, purpose of the study, significance of the study, scope and limitation of the problem, as well as writing system.

CHAPTER II : LITERATURE REVIEW

In CHAPTER II the author explains about previous research, literature review and framework that will be used in the completion of the research.

CHAPTER III : RESEARCH METHODOLOGY

In Chapter III will explain the implementation plan, starting from the location and object of the study, types and sources of data, population and sample, sampling technique, data collection technique, data processing technique, measurement scale, data analysis method, types of the study, concept definition and operational variable.

CHAPTER IV : RESULT AND DISCUSSION

In Chapter IV will explain the research object overview, results, discussion and limitation of the study of the research.

CHAPTER V : CONCLUSION AND SUGGESTION

In CHAPTER V will explain the conclusions and suggestions of the research to be carried out.