

ANALYSIS PERFORMANCE OF VILLAGE OWNED ENTERPRISE (BUM Desa) GADING EMAS IN TELUK PAMBANG VILLAGE

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ABSTRACT

This study aims to determine the performance of the BUM Desa in Teluk Pambang Village, the obstacles faced by BUM Desa, and to find solutions to the obstacles faced by BUM Desa. The research used is descriptive qualitative. The results show that the performance of the BUM Desa Gading Emas in Teluk Pambang Village has been carried out in accordance with the existing indicators, namely productivity is shown through increasing business capacity and business development. The employees are friendly, responsive and clearly provide satisfaction for customers. Able to respond to complaints and provide services according to community needs. Implementation of BUM Desa Gading Emas activities is in accordance with applicable regulations such as Teluk Pambang Village regulation number 3 of 2015 concerning the establishment and management of BUM Desa and SOPs for UED-SP, Brilink and tourism business units river as a guide and limit for the management and employees of BUM Desa Gading Emas in carrying out their duties and authorities. Provide a performance accountability report to the Teluk Pambang Village Head as commissioner of BUM Desa and BPD as supervisors of BUM Desa and in accordance with applicable regulations. Barriers to the Performance BUM Desa are: Limited human resources managing BUM Desa and business competition in the market. Efforts to overcome obstacles to the performance BUM Desa are : recruiting professional workers, offering competitive prices and attractive promotions.

Keyword: Performance, BUM Desa Gading Emas.