

Microbusiness Mapping Activities to Support Bumdesa Mitra Cibogo Sejahtera Policy in Developing Rural Economies in Desa Cibogo, Kabupaten Tangerang

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Abstract

Community service activities are carried out with Bumdesa Mitra Cibogo Sejahtera (MCS) located in Cibogo Village, Cisauk District, Tangerang Regency, Banten Province. This collaborative community service activity is carried out using an action research approach to help Bumdesa MCS identify what type of business can be run by Bumdesa MCS by existing assets and potential. This effort is implemented by carrying out business mapping activities for business actors in the Cibogo Village area. The results of the business mapping indicate that Cibogo Village has a variety of business actors engaged in various fields ranging from food and beverage businesses, stalls/small grocery stores, makeup services/salon services, animal shops, laundry services, and fishing equipment shops. The total number of businesses successfully mapped during the service activity period was 28, with the food and beverage business dominating, reaching 57.14 per cent. The follow-up to this business mapping is a discussion to determine the type of business that Bumdesa MCS will carry out. A unanimous decision to choose the type of business to be taken has yet to be obtained. Still, Bumdesa MCS already has a variety of design considerations that will be taken during the Bumdesa management deliberation period with the village government in the future.

Keywords: bumdesa, food and beverage, mapping, Mitra Cibogo Sejahtera

INTRODUCTION

Implementing Village Law No. 6 of 2014 allows the village government complete legitimacy as the custodian of the authority of rural governance and all of its resources (Kusmulyono et al., 2021; UU Desa, 2014). The government officially regulated village management and village-owned enterprises (*Badan usaha milik desa - Bumdesa*) in 2020 by reissuing the Employment Creation Law Number 11 of 2020. The acknowledgement of village-owned businesses as an economic-social unit in the village is one of the effects of adopting Village Law number 6 of 2014. Because the management is not under the control of the village government, the leader and administration are selected at village meetings, and the village government is required to contribute funds to support village bumdesa operations, the position of bumdesa is very strategically important.

This activity's community service projects are in Cibogo Village in Tangerang Regency, Banten Province's Cisauk District. This village already has a bumdesa organization under Bumdesa Mitra Cibogo Sejahtera (Bumdesa MCS). Although Bumdesa MCS was founded in 2017, actual village government recognition didn't occur until 2020. This situation occurred as a result of the need for more effective communication at the time between the local authority and Bumdesa managers. Bumdesa MCS reenergize its management in 2022 by electing a new board chairperson. Previously, from 2020 to 2021, the management of the Bumdesa MCS successfully improved the functioning of the Bumdesa company from what was formerly thought of as a suspended organization.

The only business unit that existed at the time was being restored by the MCS Bumdesa board in 2020 when management was formally established at a village forum. The Bumdesa MCS offers a security service at the Serpong Garden Apartments in the Cibogo Village neighbourhood. If the security service business unit was previously improperly handled, the

new management has allowed the business unit to continue recording operational profits as of April 2021. A beneficial contribution to the economy of Cibogo Village can be made by maintaining this accomplishment. With post-revitalization management in place by the end of 2022, Bumdesa MCS started considering extending its business reach. This situation is carried out due to Cibogo Village's enormous potential, which includes its proximity to the contemporary BSD City residential area, the presence of the Cisauk Railway Station, which provides service between Tanah Abang and Rangkasbitung, the Serpong Garden Apartments, and several cluster settlements dispersed throughout the village's various corners. Unfortunately, this attempt to spread its wings has become difficult due to poor human resource management inside the MCS Bumdesa and disagreement over the type of business the MCS Bumdesa should conduct. On the other hand, based on the research by Yuninataa et al., (2022), management improvement is a determining factor in developing the organization's quality to serve the mission.

The Bumdesa MCS management's concerns about what type of business to develop became the main discussion material with the community service team, which has had a good relationship with the Bumdesa MCS management for several years. The service team consisting of lecturers in the business school proposes to do business mapping first as a first step to identify which business profiles are following the assets owned by Bumdesa MCS and according to the needs in the field. Therefore, the community service activities aim to identify potential types of businesses for developing the Bumdesa MCS business through business mapping activities. This service activity is carried out with an Action research approach to obtain transformational results.

Mapping activities for micro-enterprises in villages is an attempt to identify existing business ecosystems in an environment (Najah et al., 2018). Mapping this ecosystem impacts knowing actors' interactions and roles in existing business activities (Najah et al., 2018). The existence of this business mapping will encourage various benefits that can be optimized by Bumdesa MCS, including the preparation of more targeted policies (Srinadi & Sumarjaya, 2016), holistic business data collection in an area (Mulyadi & Tuzzahara Alkaf, 2020; Rokhman et al., 2021), identify the actual conditions of MSMEs (Adiputra et al., 2018; Rokhman et al., 2021), ensure a clear flow of information (Rokhman et al., 2021), make it easier for consumers to access these businesses (Samsudin & Ahmadi, 2014), business risk evaluation (Wiryani et al., 2013), maximizing business opportunities and cost efficiency (Mahagangga et al., 2016), local community awareness of the village's potential (Badaruddin & Ermansyah, 2017; Suardana et al., 2016), and useful for developing the economy in an area (Bakhrun et al., 2022; Fadhila & Cahyono, 2017). As an organization that manages social-economic activities in the village, Bumdesa is also expected to create a cooperation network with many sectors (Syafrizal et al., 2020), understanding the law related to the permission of business activities (Andriyani et al., 2022), and developing the people in the village (Prasetyo, 2017).

This business mapping proposal received a positive response because this is in line with the mandate conveyed in the Village Law No. 6 of 2014, where businesses run by bumdesa should not kill previously established businesses. This business mapping activity can be a starting point for good business development preparation so that micro-enterprises in the village can gain greater benefits with the role of Bumdesa MCS in Cibogo Village.

METHOD

The community service activities at Bumdesa MCS Cibogo Village will use an action research approach. Action Research is a research method used in community service where the community service team actively participates in community service activities with the target community. Action research models like this are called participatory action research, where the community service team collaborates with Bumdesa MCS to identify the activities being carried out. This action research model is very useful because it combines conceptual

understanding with current practice to make changes in the object being observed more apparent (Avison et al., 1999; Cameron & Gibson, 2005).

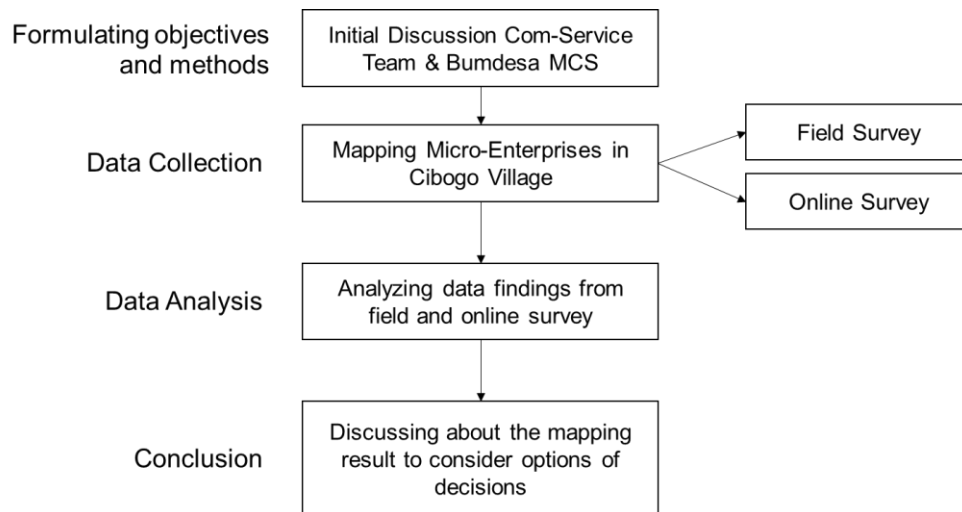


Figure 2. Flowchart of methods

The implementation of this activity was carried out for four months, starting from October 2022 to January 2023. The implementation of this activity began with discussions between the community service team and Bumdesa MCS representatives, resulting in directions for mapping micro-enterprises in Cibogo Village. Mapping is carried out using two approaches: the data input approach through digital surveys and direct field observation observations. Meanwhile, the target of this mapping activity is micro-enterprises spread across the Cibogo Village area, Cisauk District. This situation aligns with the purpose of this community service activity: identify potential types of businesses for developing the Bumdesa MCS business through business mapping activities.

The data collection process for this mapping uses a digital survey application via Google Forms for surveys that are distributed online. On the other hand, data collection was carried out through field visits carried out by interviews and data recording. This combination of data collection is carried out so that data can be obtained more quickly and is valid. Furthermore, after the data is available, the community service team analyzes it descriptively to become useful information for Bumdesa MCS to choose a more potential business sector.

The data collected in this mapping activity include the name of the business being run, the name of the business owner, details of the location starting from the name of the street, RT and RW numbers, as well as the benchmark for the location of the business, then the type of business being run, and photos of the location if possible and if possible. These data are initial information to be used as material for discussion between the community service team and Bumdesa MCS in preparation for the development of Bumdesa MCS activities in the future.

RESULTS AND DISCUSSION

Result

The implementation of the mapping activities carried out during this service period went well even though there were many challenges faced, especially from the field side. Based on field visits, in phase 1 of the mapping activities carried out, the service team managed to collect information on 27 business owners from observation activities while from surveys through the Google Form application, data obtained were only 4 business owners. In general, the business mapping that was successfully obtained, among others, is provided in the table below:

Table 1. Types of Business Mapped Through Field Visits

No	Business Name	Business Type
1	Dapur Omahqu Cisauk	Food and Beverage
2	Tahu Garing (Tagar) Cisauk/Cibogo	Food and Beverage
3	Yati Salon	Make-up services/salon services
4	Dklin Laundry Cisauk	Laundry services
5	Nasi Bakar Pawon BuDhe Ajoe	Food and Beverage
6	Karya Minang	Food and Beverage
7	Mie Ayam Bangka 77	Food and Beverage
8	Bakso Mekarsari "Podo Mampir"	Food and Beverage
9	Warung Kelontong Sudi Mampir	Stalls/small grocery stores
10	Toko Pakaian Rizki	Stalls/small grocery stores
11	Leny Salon	Make-up services/salon services
12	Sinar Eka Aquarium Fish & Pet Shop	Animal shops
13	Bebek Genit	Food and Beverage
14	Pondok Ayam Bakar Tiga Rasa	Food and Beverage
15	Toko Plastik dan Bahan Kue Alfazza	Stalls/small grocery stores
16	Seblak Fagan	Food and Beverage
17	Eric Salon	Make-up services/salon services
18	Toko Pancing "Purnama Fishing"	Fishing equipment shops
19	Toko Harmony 178	Stalls/small grocery stores
20	Loba Sambel Lesehan Urang Cianjur	Food and Beverage
21	Toko Happy	Stalls/small grocery stores
22	Pet Merchant Pet Shop	Animal shops
23	Henka Café	Food and Beverage
24	Martabak Badoet	Food and Beverage
25	Seafood Ngeunah Cisauk	Food and Beverage
26	Kripik teh umah	Food and Beverage
27	Berlin Craft	Food and Beverage

Table 1, presented above, shows that the catering business still dominates the micro-business types in rural areas. Catering business domination shows that the market for food products is still in high demand because the Cibogo Village area is a transit area where apartments, housing, and even a train station are available. Furthermore, in table 2, the types of businesses mapped through the Google Form application survey are presented.

Table 2. Type of Business Mapped Through Google Form Application Survey

No	Business Name	Business Type
1	Seafood Ngeunah Cisauk	Food and Beverage
2	Kripik teh umah	Food and Beverage
3	Jualan kueh	Food and Beverage
4	Berlin Craft	Food and Beverage

In table 2, only four businesses carried out data entry, where three of them had also previously entered during field visit observations. The service team then recapitulated the number of businesses successfully recorded in this mapping activity and presented in table 3.

Table 3. Recapitulation of business type

No	Business Type	Number of Business (unit)	Percentage (%)
1	Food and Beverage	16	57,14%

No	Business Type	Number of Business (unit)	Percentage (%)
2	Stalls/small grocery stores	5	17,86%
3	Make-up services/salon services	3	10,71%
4	Animal shops	2	7,14%
5	Laundry services	1	3,57%
6	Fishing equipment shops	1	3,57%
	Number of businesses	28 units	100%

The results of table 3 show that the catering business dominates up to 57.14 per cent, followed by stalls/small grocery stores at 17.86 per cent. Other businesses start from makeup services at 10.71 per cent, pet shops at 7.14 per cent, laundry services at 3.57 per cent, and fishing equipment shops at 3.57 per cent. The service team also collects photos related to this business mapping which are presented in the following attachment:



Figure 2. Activity of mapping documentation

Discussion

Initially, this service activity was initiated by the challenges experienced by Bumdesa MCS in Cibogo Village to add potential business units following existing assets in the Cibogo Village area. This issue is one of the mandates conveyed by the Head of Cibogo Village to the management of Bumdesa MCS to focus on developing the economic potential in Cibogo Village. The MCS Bumdesa then collaborates with the community service team to determine what type of business is right for the MCS Bumdesa to manage.

The results of this discussion are then referred to as the purpose of this community service activity, namely identifying potential types of businesses for developing the Bumdesa MCS business. Through an Action research approach, Bumdesa MCS management is willing to conduct an initial assessment before deciding what type of business to run. The agreement, which then became a model for the study, was to map micro-enterprises in the Cibogo Village area.

Based on tables 1, 2 and 3 in the business mapping results section shows that the catering business is the most widely held in Cibogo Village, reaching 57.14 per cent. The data shows that the business potential for food and beverage management is the easiest business to set up and has a very broad market. In addition, the strategic location of Cibogo Village allows for the growth of the food industry due to the large movement of people starting from Cisauk Station, apartments, and the BSD City area.

The first point in the discussion on the results of business mapping as part of this community service activity is regarding the catering business. The first thing that came to mind from both parties, namely the Bumdesa MCS service and management team, was that Bumdesa MCS should refrain from doing a similar catering business that already existed or even thinking about starting a catering business. This opinion arose because of the large number of existing catering businesses, so this could indicate serious competition among these business operators. Based on this, according to the rules mandated to Bumdesa, Bumdesa should not cause other existing businesses to shut down (Permendesa PDTT, 2015).

The second thing that emerged in the discussion of this catering business was the potential and opportunity to build a catering business ecosystem in the Cibogo Village area. The opportunity is interesting because Bumdesa MCS can play a more central role and not be a competitor of an existing business but a constructive partner. However, the details of the types of roles in the ecosystem that are carried out are still a joint task to be used as material for discussion in subsequent activities.

The second point discussed is regarding the role of Bumdesa MCS, which can be given to other existing business units besides catering services. According to the mapping results, there are at least several other businesses, such as stalls/small grocery stores, makeup services/salon shops, pet shops, laundry services, and fishing equipment shops. If you look at the demographics and situation in Cibogo Village, these types of businesses do have a clear market, so they also have the potential to develop. However, the concern of the MCS Bumdesa management is the availability of competent human resource management on the side of the MCS Bumdesa management if the Bumdesa finally decides to manage this business sector.

The discussion points carried out based on the results of the initial business mapping carried out at Bumdesa MCS show that choosing a business to be run by Bumdesa MCS takes work. There are potential catering businesses, but the market in Cibogo Village is full of existing businesses. If you try to choose outside the catering business, then the issue of the technical capabilities of the MCS Bumdesa management becomes material for thought from the MCS Bumdesa management.

However, apart from the challenges and doubts faced by Bumdesa MCS management to create new profitable business units, this business mapping activity provides many benefits for Bumdesa MCS. The first advantage obtained by Bumdesa MCS is the availability of preliminary data regarding the number and types of businesses in Cibogo Village. Even though the data available is still in the sample category and not a complete census, at least this can provide sufficient information to be considered in making business decisions from Bumdesa MCS.

The second advantage gained from this business mapping activity is the increased awareness of the existence of Bumdesa MCS from the micro-business side that the community service team visited during field visits. Previously, only a few knew about the existence of Bumdesa MCS. The village administration only knows the MCS Bumdesa, and even some of the people of Cibogo Village do not yet know the existence of the MCS Bumdesa and who its administrators are.

The third advantage obtained by BUMDesa MCS with this business mapping activity is an increased understanding of the situation experienced by the village in realizing the excellence of its village every day. With business mapping, Bumdesa MCS can predict the situation on the ground. Therefore, this business mapping activity positively impacts as a pre-business development activity in Bumdesa MCS.

CONCLUSION AND RECOMMENDATION

Conclusion

The community service program with Bumdesa MCS aims to assist Bumdesa MCS in identifying business potential most suitable for local assets and resources in Cibogo Village, which Bumdesa MCS will run in the future. This identification process is carried out by using business mapping so that Bumdesa MCS obtains an initial picture of the existing business situation in Cibogo Village. The results of the business mapping show that approximately six types of businesses are being run in Cibogo Village, starting from catering businesses, stalls/small grocery stores, makeup/salon services, animal shops, laundry services, and fishing equipment shops. Catering service businesses are the most dominant business group, where the number of existing businesses reaches 57.14 per cent of all businesses surveyed. This business mapping helps Bumdesa MCS consider what business to take, even though it will be decided later. The mapping result needs further discussion considering the variety of interests

related to the type of business that can be developed. Even though it has not provided a strategic decision-making data source, this business mapping activity has provided various benefits as a starting point for developing Bumdesa MCS activities in the future for Cibogo Village.

Recommendation

Bumdesa MCS needs to increase its popularity in front of the residents of Cibogo Village, especially residents who work as local entrepreneurs in the Cibogo Village area. The enthusiasm will help fulfil Bumdesa MCS tasks in the social and economic fields of the village. In addition, this mapping activity should be followed up with more constructive follow-ups, such as a Bumdesa MCS development meeting, so that a decision can be made on what business model the Bumdesa MCS will run. Apart from that, Bumdesa MCS can also continue to improve the quality of human resources from the management of Bumdesa MCS so that they are ready to face changes in the field.

ACKNOWLEDGEMENT

Gratitudes are conveyed to the Management of Bumdesa MCS Cibogo and shop business partners who are willing to have their shop observed. In addition, thanks are also conveyed to the Community Service Center Office of Prasetya Mulya University, which has provided grants for the implementation of this community service activity.

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