

Optimization Of Environmental Management And Community Empowerment Through The Role Of Village-Owned Enterprises And MSMEs

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Abstract

Purpose: This study aims to enhance the competencies of Village-Owned Enterprises (BUMDesa) and Farmer Business Groups in Sembung Gede Village. The main issues addressed include limited financial management skills, lack of knowledge in calculating production costs, insufficient use of technology in marketing, and inadequate waste management practices.

Method: The research applies a community service approach through interviews, training sessions, coaching, and evaluations. These methods are designed to strengthen human resources in financial reporting, technology application, and environmental management.

Practical Applications: The findings provide practical benefits by equipping local institutions with improved financial literacy, digital marketing skills, and sustainable waste practices, which can strengthen rural economies and support community welfare.

Conclusion: The evaluation demonstrates an increase in the competencies of human resources, particularly in cost reporting, technology use, and waste sorting. This confirms that the training program effectively supports capacity building and sustainable community development.



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Introduction

Sembung Gede is located in Kerambitan District, Tabanan Regency, Bali Province, has a population of around 4,208 people with 2,099 males, 2,109 females and 1,397 heads of families. Sembung Gede Village has 12 hamlets/banjars and has 4 traditional banjars, namely, Banjar Adat Batuaji Kawan, Sarasidi, Sembung Gede and Mandung. The livelihoods of the majority of the population are farmers and others as farm laborers, civil servants/ASN, TNI/POLRI, traders and entrepreneurs. The economy of Sembung Gede Village is supported by the ability of the village community as entrepreneurs and traders and is supported by financial institutions in the village such as the Village Credit Institution, Cooperatives, and BUMDesa. BUMDesa has a role in increasing the potential and welfare of village communities (Pradnyani, 2019).

The most common businesses in Sembung Gede Village are livestock (cattle, pigs, chickens, and ducks), ingka crafts, crackers, salted egg production, ceremonial equipment production, and other businesses. Discussions with the Village Head/Perbekel, Mr. I Gusti Nengah Sulandera, concluded that the economy of Sembung Gede Village is growing and developing, utilizing the village's existing potential. Most of the community's businesses utilize natural resources. These natural resources, such as the vast agricultural and plantation areas, the abundance of cattle and pig farms, and the high number of chicken and duck farms, have significant potential for development and provide valuable capital for management. The availability of these natural resources is not matched by the capabilities of human resources in Sembung Gede Village. These resources have several limitations, seen in terms of education and skills. The formal education of economic actors is generally high school, with skills acquired through self-taught practices. Many human resources are involved in managing home industries (IRT) and micro, small, and medium enterprises (MSMEs). (Sari et al., 2024). These businesses are poorly managed, with management unable to provide activity reports for specific periods. This will undoubtedly impact the business's sustainable development (Chandra et al., 2024).

The extraordinary agricultural potential presents an opportunity for the community, especially women, to form women's farming groups. Currently, in Sembung Gede Village, there is a Women's Farmers Group (KWT) called KWT Kusuma Sari, located in Banjar Batuaji Kawan Kelod, led by Mrs. Ni Ketut Puspawati. This KWT consists of 25 PKK women engaged in the production and trade of agricultural products. The most common product produced is salted eggs. In addition to these products, the KWT also produces ingke (woven palm leaf sticks), rujak seasoning, vegetables, and fruits from farmers' fields.

In its operations, KWT is able to produce an average of 100 salted eggs, 100 bottles of rujak seasoning, 30 ingke seeds, and 60 packages of vegetables per day. KWT's products are not yet able to meet high market demand and product quality is not optimal, as is the packaging, product labels, and the lack of a Home Industry Food Permit (PIRT). KWT's production process uses simple tools, and some production tools have an outdated economic life, such as gas stoves and weighing scales. This makes KWT's work productivity less than optimal. Furthermore, in terms of financial management, KWT currently does not produce financial reports. While financial reports are one way to determine the performance of a business. (Fazria et al., 2025). The KWT's financial recording system is manual and only includes cash flow reports, making it difficult to track the business's growth. KWT products are marketed directly through stalls and local shops, and promoted through word of mouth. KWT promotions are also occasionally offered to villages when they have the opportunity to promote themselves at the sub-district or district level.

In terms of village business activities, Sembung Gede Village already has a Village-Owned Enterprise called BUMDesa Asta Dharma. This BUMDesa was established in 2018, with its initial business being a savings and loan business. Currently, the BUMDesa has 15 employees serving 12 hamlets (banjar) in Sembung Gede Village. Since 2023, the BUMDesa has been developing its business in the field of waste management, especially plastic waste.

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Plastic waste management is a very important activity currently being carried out as an effort to preserve the environment. (Fionasari et al., 2024) The Village-Owned Enterprise (BUMDesa) encourages the community to save their waste. The process involves residents of each hamlet (banjar) sorting plastic and organic waste and then collecting it at the banjar hall according to a set schedule.

The situation faced by the Village-Owned Enterprise (BUMDesa) in this Waste Savings program is a lack of awareness among the community due to their limited understanding of how to properly sort waste. This results in some of the waste collected at the bale banjar requiring further separation, which takes longer. In the socialization and marketing of BUMDesa products to the community, they only use WhatsApp (WA) media, announced in the Sembung Gede Village Head (banjar) group. BUMDesa does not yet have a more effective social media platform to socialize the program and promote BUMDesa products. With technological developments and changes in consumer behavior, changes in marketing methods through digital media must be accompanied by changes. (Sofiaty & Anggraeni, 2021).

Method

This community service program is implemented through training activities. Prior to the training, interviews were conducted with the management of the Asta Dharma Village-Owned Enterprise (BUMDesa) and the Kusuma Sari Women's Farmers Group to explore and obtain information on the priority issues currently faced by the partners. Interviews and observations were conducted to gain a deeper understanding of the issues faced by the partners.

Result

The Asta Dharma Village-Owned Enterprise (BUMDesa) and the Kusuma Sari Women's Group (KWT) have received training as required. Evaluation of the training results has shown an increase in the competency of existing human resources, both those managing the BUMDesa and the administrators and implementers at the Kusuma Sari KWT. Observations have shown that in terms of mastery of information technology in the marketing sector, online media has been used to market products. The online media used is Instagram (IG), which has continued to increase its followers. The BUMDesa and the KWT have product catalogs to facilitate buyers in obtaining information related to products available at both the BUMDesa and the KWT. In addition, the KWT has also been given a signboard to indicate the location of the KWT.

Environmental management, particularly waste sorting, has also begun. Public awareness of the importance of separating organic and non-organic waste has increased. This awareness is further fueled by the provision of waste bins in several locations, making it easier for people to dispose of their waste according to its classification, whether organic or non-organic.

The competence of BUMDesa managers in financial management has also increased. The Kusuma Sari Farmers Group (KWT) has also been able to calculate the cost of production for salted eggs, enabling them to compete in the market. In addition to training, the Kusuma Sari Farmers Group was also provided with production tools such as stoves, frying pans, buckets, and several other tools to increase productivity. Not only production tools are provided but also tools for occupational safety and health such as gloves to ensure occupational safety and health.

Discussion

This community service activity was carried out by both the Asta Dharma Village-Owned Enterprise (BUMDesa) and the Kusuma Sari Women's Group (KWT). Some of the training activities are as follows:

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1) Waste Management Training.

This waste management training was provided based on a situational analysis of the lack of public awareness regarding waste management. The training aimed to provide an understanding of the importance of waste management by separating organic and non-organic waste. The training activities are shown in the image below:

Figure 1. Waste Management Training



Source: Author's Work, 2025.

2) Financial Management and Cost of Goods Sold Training

Training on financial management and calculating the cost of production was provided to the Women Farmers Group, specifically on the cost of salted eggs. It is hoped that the existing human resources will understand the correct calculation of the cost of production. By understanding the correct cost of production, the selling price can be set more accurately.(Ashary et al., 2023), This allows KWT to be more competitive in the market. Training activities on calculating the cost of production for KWT can be seen in the image below:

Figure 2. Production Cost Calculation Training



Source: Author's Work, 2025.

3) Information Technology Training

This information technology training is deemed crucial because, amidst the increasing development of technology, institutions and MSMEs are expected to keep up with current technological developments to remain competitive. One crucial aspect of technology is marketing. The use of online media is increasingly crucial for sales and promotional activities, helping MSMEs compete in the current environment.(Beni et al., 2022).The information technology training activities can be seen in the image below:

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Figure 3. Information Technology Training



Source: Author's Work, 2025.

Conclusion

Optimizing environmental management and empowering the community in Sembung Gede Village has been carried out through the Asta Dharma Village-Owned Enterprise (BUMDesa) and the Kusuma Sari Women's Farmers Group (KWT). Increasing human resource competency, including awareness of waste management, information technology skills, and management and financial skills, is expected to help improve the overall welfare of the community in Sembung Gede Village, Tabanan Regency.

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