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ABSTRACT

BUMDes is a form of village business developed by the current village government. This village business is the hope of village youth to find work. Many village business entities are engaged in the tourism sector. The Covid-19 pandemic is one of the causes of the decline in the performance of agro-tourism businesses that BUMDes mostly run. The tourism sector has experienced a drastic decline due to government policies to reduce the spread of Covid-19. This condition has an impact on village business units which requires reducing employees. The reduction in the number of employees experienced by BUMDes is the background of this study to analyze the level of trust of village youth in BUMDes as one of the providers of employment in the village. The purpose of the study was to investigate the level of confidence of village youth in the performance of BUMDes. This research was conducted August - October 2021. This study uses a quantitative approach with descriptive statistical analysis. The variable in this study is a single variable, namely trust. The sampling method used is purposive sampling. The research was conducted in BUMDes Raharjo, Bumiaji District, Batu Tourism City, East Java Province, Indonesia. The results showed that the confidence level of village youth was in the medium category. This means that village youth still believe and hope that the existence of BUMDes can empower the surrounding community, especially village youth. Village-owned enterprises can increase youth trust by holding meetings and discussions with village youth. The child must be aware of the potential in their area and together help BUMDes develop village tourism to reduce unemployment.

Keywords: agrotourism; covid-19; development; society; unemployment

INTRODUCTION

BUMDes is a village-managed business to provide job opportunities for village communities. One of the roles of BUMDes described by Ministerial Regulation Mendes PDTT No. 19 of 2017 is as a manager of productive economic businesses and providing capital support services for community financial businesses sourced from village funds (Peraturan Menteri Desa, Pembangunan Daerah Tertinggal Dan Transmigrasi Republik Indonesia, 2017). This village-owned enterprise is the hope of the community to reduce village unemployment. In addition, the efforts managed by this village are to reduce the rate of urbanization from villages to cities which have been mainly carried out by rural youth.

The number of village businesses is increasing from year to year. This is a form of the village government's response to support the success of the village economic improvement program. This is evidenced by the number of Village-Owned Enterprises (BUMDes), which rose sharply from 1022 units in 2014 to 50.199 units in 2019 (Mendes PDTT, 2020). This shows that the number of Bumdes continues to increase every year.

One village-owned enterprise that is the foundation of community expectations, especially village youth, is BUMDes Raharjo. This BUMDes is located in Pandan Hamlet, Pandanrejo Village, Bumiaji District, Batu City, established in 2016. This BUMDes managed the Strawberry Barn tourism in 2018 (Pertiwi et al., 2021). The beginning of the establishment of BUMDes Raharjo had 85
The youth's confidence level is known by calculating the score on the confidence variable in the questionnaire filled out by the respondents. The total number of respondents in this study was 30 people. The level of trust indicates how much confidence the respondent has in the existence of BUMDes Raharjo. Details of the distribution of youth confidence levels can be seen in Table 1.
Table 1. Youth trust level in BUMDes

<table>
<thead>
<tr>
<th>Category</th>
<th>Interval</th>
<th>% Interval</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>25-32</td>
<td>54-78</td>
<td>43.33</td>
</tr>
<tr>
<td>Medium</td>
<td>17-24</td>
<td>26-53</td>
<td>56.66</td>
</tr>
<tr>
<td>Low</td>
<td>8-16</td>
<td>≤25</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed (2021)

The confidence level is measured from eight questions per respondent listed in Appendix 1. Then it is divided by the maximum value so that the percentage interval is obtained. The measurement results show that 13 respondents have a high level of confidence, 17 respondents have a moderate level of confidence and no respondent has a low level of confidence. Therefore, it can be concluded that the level of trust of the Pandan Hamlet youth towards the existence of BUMDes Raharjo is dominated by the medium category. A total of 17 people with a confidence level interval of 26-53%. The data shows that youth are willing to share ideas and information with BUMDes Raharjo. BUMDes Raharjo can carry out its role as BUMDes well. The words conveyed by BUMDes follow the actions and reality that the youth themselves can see. BUMDes Raharjo can maintain its words, promises, actions, and behavior in all conditions. Consistency between words and deeds and pledges and evidence given by BUMDes Raharjo can grow the trust of the Pandan Hamlet youth. The integrity, competence, character, and openness of BUMDes, even though it has been done well, need to be improved again so that the level of youth trust is included in the high category (Patras & Hidayat, 2018).

BUMDes Raharjo, managing Strawberry Barn tourism from the beginning until now, involves youth. "Pokdarwis" or Tourism Awareness Group is no longer active. Polaris is a tourism driving agency formed by community members. Pokdarwis has an essential role in developing and realizing tourism awareness (community participation and support in creating a conducive climate for growing tourism in their area) and Sapta Pesona (support and the role of the community in creating a conducive atmosphere such as safe, orderly, clean, relaxed, beautiful, friendly and welcoming). the tranquility that can encourage tourists to visit) (Rahim, 2012). However, with the inactivity of Pokdarwis, tourism managed by BUMDes Raharjo is less developed. At the same time, Pokdarwis is a motivator, mover, and communicator in increasing public awareness of tourism. As stated by (Puspita et al., 2017), the purpose of forming "Pokdarwis" is as a partner of the government in raising awareness community in the field of tourism, improving human resources, encouraging the realization of "Sapta Pesona" (safety, order, beauty, coolness, cleanliness, hospitality, and memories), improve the quality of tourism products, develop community groups that act as motivators and are independent.

The awareness of the community and youth about the existence of tourism, which can make BUMDes in managing tourism, does not get support. The decrease in the number of youth involved in BUMDes is also one of the consequences of the absence of Pokdarwis activities. If Pokdarwis is still active, a child will be aware of potential tourism because this is the role of Pokdarwis in raising awareness of youth and society (Murianto et al., 2020). Therefore, it is necessary to have Pokdarwis actively sensitizing youth and the surrounding community to build tourism jointly.

Youth who have trust and emotional attachment in participating in BUMDes show increased productivity and help BUMDes achieve the desired goals. The realization of a very high level of trust is due to the expectations fulfilled by BUMDes and the existence of reciprocal activities (Fathy, 2019). However, in the field results, although confidence is in the medium category, youth are less willing to participate in BUMDes Raharjo. Factors that can reduce trust include traumatic experiences, discriminatory treatment, and income inequality (Vipriyanti, 2011). Youth trust in BUMDes can be seen by the ability given by youth loyally and wholeheartedly (Susanti et al., 2013).

Respondents do not participate in BUMDes Raharjo because they already have comfort in their work have other activities, and BUMDes will experience losses in 2020. Respondents who have worked have comfort in their current position, so respondents object to leaving the job and participating in BUMDes. Workplace comfort fosters the respondent's commitment to the company and feels a loss when going (Sunarta, 2019). Respondents with main and side jobs are less willing to participate in BUMDes Raharjo because youth will be overwhelmed, and their focus will be divided. BUMDes will bear losses in 2020, which will impact the loss of salaries. Number of Families, it can be seen that the respondent has a family that must be borne by as many as four to 6 people so that the respondent needs a fixed income to meet daily needs. The more the number of families covered, the more revenue is necessary (Marita, 2013). Therefore, there is a need for improvement in financial management.
With sound financial management, youth will get a salary following the assigned tasks and encourage a child to continue participating. According to (Pradani, 2020), a relatively high wage will discourage young people from looking for work in urban areas. Determination of a salary that meets the needs of each month leads to salary satisfaction for youth. A sufficient wage to meet the requirements can make young people enthusiastic about participating (Manihuruk & Soehari, 2020). This can be seen in the BUMDes Tirta Mandiri, which employs the youth of Ponggok Village. 50% of the employees in this BUMDes are youths. A child who works in BUMDes gets a salary following their work. The compensation provided is a way for the village government to motivate and increase youth enthusiasm to participate in BUMDes Tirta Mandiri. According to the youth of Ponggok Village, the salary received is sufficient to meet their daily needs. Therefore, young people work at BUMDes daily (Kasila & Kolopaking, 2018).

The medium category's confidence level must be maintained to avoid falling into the low class. Although BUMDes Raharjo needs to increase trust, maintaining trust is also necessary. BUMDes Raharjo has tried to invite youth to gather and be open to the presence of other children. However, this has not become a routine schedule. Open communication, easy access to information, and regular gatherings can maintain youth's trust in BUMDes. According to (Utaminingsih, 2014), BUMDes in maintaining youth trust can be done by maintaining open communication, giving a child a role in making decisions, openness in providing information, and sharing opinions. The ease of accessing information provided by BUMDes can develop trust and lead to youth commitment to BUMDes.

The level of confidence is obtained in the medium category. Although in the moderate category, the youth of Dusun Pandan are less willing to manage BUMDes because they are comfortable with their workplace, have other activities, and do not have a salary due to debts that BUMDes must pay to farmers. The results of this study are not in line with research conducted by (Zahra & Mariatin, 2012), which shows that higher employee trust will lead to employee perceptions that employees will lose if they leave work and feel they have a responsibility within the organization. This research is also not in line with a study conducted by (Aidina & Prihatsanti, 2017) which says that the higher the trust in the leader, the higher the employee's work engagement. Previous research is not in line with the research conducted because other factors outside the study can cause youth not to participate even though their beliefs are moderate.

**Strategies to increase the confidence of village youth in village-owned enterprises**

![Strategy to increase village youth's trust in BUMDes](image)

Based on the results of the previous research described regarding the level of trust of village youth towards BUMDes. Then a strategy can be designed to increase the confidence of rural youth to return to work in their village and not go to the city (urbanization). Like most studies (Sulaksana &...
Nuryanti, 2019) and (Nursan & FR, 2019), they focus on strategies for developing village-owned enterprises (BUMDes). Still, they forget that the local community's trust in BUMDes also needs to be investigated.

The role and contribution of BUMDes are needed as a provider of employment opportunities for village youths who can provide sustainable livelihoods for their families. The existence of BUMDes also needs to be improved by contributing to the education of rural children. Equitable education levels can enhance the quality of village human resources. As stated by (Moulton et al., 2001), Universal primary education is critical for rural development. The rural sector also benefits from the overall development of the national economy and the alleviation of poverty, in which primary education is essential.

In addition, skills training, knowledge sharing, and increasing adoption of technological innovations can make the quality of the employees of this village business entity grow. Often, the managers of this village organization forget it is providing opportunities for village youths to have an opinion. A child who has fresh ideas can add innovation to the development of BUMDes business units. Especially in terms of justice and gender equality, it is still not visible in village business entities because many business entities are more interested in employing men than women. In fact, by increasing justice and gender equality, we can see that village businesses can develop properly from a balanced perspective. As stated by (Bertham et al., 2011), women today cannot be underestimated where they have a significant role in supporting the family economy, significantly contributing to increasing household income. This condition can be a strength for women to participate in decision-making in the household so that the presence of women in the family becomes more important and appreciated.

The last is the importance of building networks with partners to expand the network further and compete with other tourism businesses. Based on the research (Pertiwi, 2019), it is explained that building cooperation is very important so that a pattern of collaboration appears that is often found in rural communities, especially to meet the needs of the community and farmers in the village. At BUMDes, Raharjo has partnered with strawberry farmers but needs support from other parties so that BUMDes efforts form a sustainable system for increasing BUMDes income, which can improve the welfare of BUMDes. So that in partnering, the management of village-owned enterprises must carry out the agreement properly so that the business continues. This requires synergies with several parties such as the local village government, regional and central governments, and community participation.

CONCLUSIONS AND SUGGESTION

The level of confidence of the village youth towards BUMDes Raharjo is in the medium category. It can be seen that the integrity, competence, consistency, and openness of BUMDes have been carried out well but need to be further improved. BUMDes Raharjo, in increasing youth confidence, can hold meetings and discuss with youth at least once a month. This proves that BUMDes is open to youth to feel involved in BUMDes and enables the child to want to work in BUMDes. Pokdarwis (travel awareness group) has a vital role in raising child and community awareness of tourism that can be managed together. Youth who are aware of the potential in their area will jointly help BUMDes develop and implement tourism potential.

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