

Optimization of BUMDes in the Social Development of Pongkok Village Community, Polanharjo, Klaten

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Abstrak

Penelitian ini bertujuan untuk mengungkap Optimalisasi BUMDes Dalam Pembangunan Sosial Masyarakat Desa Pongkok, Polanharjo, Klaten. Penelitian tentang Optimalisasi BUMDes Dalam Pembangunan Sosial Masyarakat Desa ini dilakukan dengan menggunakan pendekatan kualitatif dengan jenis penelitian lapangan (field research) dengan teknik pengumpulan data menggunakan Teknik Wawancara (Interview), Observasi (Pengamatan) dan Dokumentasi. Adapun subyek penelitian atau informan dalam peneliti ini adalah kepala Desa Pongkok, Drektur BUMDes Tirta Mandiri dan Masyarakat Desa Pongkok. Hasil penelitian menunjukkan bahwa Optimalisasi BUMDes Tirta Mandiri Desa Pongkok dalam pembangunan sosial diimplementasikan dalam berbagai program yaitu: Pelibatan peran serta masyarakat dalam setiap program BUMDes, Kegiatan Sosial (santunan), program satu rumah satu sarjana, peningkatan produktifitas SDM BUMDes dengan Pelatihan dan peningkatan kapasitas SDM, Pengembangan layanan kesehatan, Pengembangan kegiatan produktif masyarakat melalui UKM, dan Pengajian rutin desa. Optimalisasi BUMDes Tirta Mandiri Desa Pongkok dalam pembangunan sosial bertujuan meningkatkan kualitas kehidupan manusia secara paripurna, yakni memenuhi kebutuhan manusia yang terentang mulai dari kebutuhan fisik sampai sosial.

Kata kunci: *Optimalisasi, BUMDes, Pembangunan Sosial Masyarakat*

Abstract

This study aims to reveal the Optimization of BUMDes in the Social Development of Pongkok Village Community, Polanharjo, Klaten. Research on Optimizing BUMDes in Village Community Social Development was conducted using a qualitative approach

with the type of field research with data collection techniques using Interview, Observation and Documentation techniques. The research subjects or informants in this study were the head of Ponggok Village, the Director of BUMDes Tirta Mandiri and the Ponggok Village Community. The results showed that the optimization of the Tirta Mandiri BUMDes in Ponggok Village in social development was implemented in various programs, namely: Community participation in every BUMDes program, Social Activities (compensation), one bachelor's house program, increasing the productivity of BUMDes human resources with training and capacity building of human resources. , Development of health services, Development of community productive activities through SMEs, and routine village recitations. Optimization of BUMDes Tirta Mandiri Ponggok Village in social development aims to improve the quality of human life in a complete way, namely meeting human needs ranging from physical to social needs.

Keywords: *Optimization, BUMDes, Community Social Development*

1. INTRODUCTION

Islam is a perfect religion that was revealed by Allah SWT to the earth to be a "Rahmatan Lil Alamiin" Religion (Mercy for all nature). Islam is the only religion of Allah that provides a clear and dynamic guide to all aspects of life at any time and in various situations. In addition, being able to face situations and answer all challenges in every era (Antonio, 2003: 4).

According to the latest study (released in 2010), Indonesia has a population of 237,641,326 million people. However, according to recent estimates (from various institutions) Indonesia is estimated to have more than 260 million people in 2017, of which around 90% of Indonesia's population is Muslim. However, to date, Indonesia is also a country with the third most poor population in the world ((Badan Pusat Statistik, 2018: 23).

Poverty in Indonesia in March 2016 had reached 28.01 million people (10.86 percent). The percentage of poor people in urban areas in September 2015 was 8.22 percent, down to 7.79 percent in March 2016. Meanwhile, the percentage of poor people in rural areas rose from 14.09 percent in September 2015 to 14.11 percent in March 2016. During the period September 2015–March 2016, the number of poor people in

urban areas fell by 0.28 million people (from 10.62 million people in September 2015 to 10.34 million people in March 2016), while in rural areas it fell by 0.22 million people (from 17.89 million people in September 2015 to 17.67 million people in March 2016) (Hidayah, 2021a). The data shows that the percentage of poverty reduction in urban areas is greater than that in rural areas. Although in general it has decreased, the data above shows that the poverty rate in Indonesia is still quite high, especially in rural areas. Therefore, social development efforts are needed, especially for the village community.

Development is an alternative approach to improve human welfare known as social development. The main characteristic of social development is trying to harmonize social policies with the development goals of increasing the economy (Fauziah, 2016: 1).

After about five decades (since the 1950s), the growth-oriented has not succeeded in building human dignity. Essentially, the United Nations noted that although it has produced material growth, the existing development is jobless (does not produce sufficient and dignified jobs), ruthless (cruel, because it increases inequality, poverty, injustice), rootless (not rooted in society, plugging cultural dominance from outside, uprooting local cultural traditions and values), voiceless (not listening to people's aspirations, less democratic and participatory), and futureless (destroying the natural environment). In an effort to save human civilization, the concept of development needs to be supported by socio-cultural sciences in order to balance the dominance of the more material-oriented sciences. The challenge is that socio-cultural science is not enough to conduct a social impact assessment, which is not only analytical-evaluative, but also has to be more prescriptive. The implication is that a change in approach is needed from being changed from just the enlightenment model to the engineering model (Wirutomo, 2013).

Development that focuses on economic growth has drawn a lot of criticism for its failure to address the country's welfare issues. The development which was originally intended to achieve the prosperity a country, turned out to produce a fairly large poverty gap. Welfare is only enjoyed by a small number of conglomerates (economic actors),

and the hope of giving a trickle down effect has not been proven (Syafar, 2017). Sumodiningrat (1999: 4) explaining the concept of economic views that the problems of poverty, unemployment, and income distribution cannot be solved naturally, by only expecting "drops down" from the results of existing development. Because in development, not only paying attention growth, but also being able to improve education, obtain health, have housing, and social security for the community.

Social development seeks to take a holistic approach (macro perspective) that focuses on the community, especially on intervention planning with a dynamic, planned, general change approach, all of which lead to harmony between social intervention and economic development efforts. The social development approach is a unique approach that integrates economic and social objectives (Fauziah, 2016: 1). Social development, especially for the village community, can be done by optimizing BUMDes.

The Village Law in the context of developing the economic aspect of the village regulates the existence of business entities owned by the village. Although the substance of village-owned enterprises (BUMDes) is not new in the regulation on village government (UU Number 32 of 2004), but on the aspect of independence, the Village Law places more emphasis on it. The independence in question is a process carried out by the village government and village communities to carry out an activity in order to meet their needs with their own abilities (Ridlwan, 2014).

Based on Sumiasih's research (2018) Optimizing BUMDes is able to manage the village tourism sector and can provide welfare to its people. Meanwhile, Chikmawati's research (2019) revealed that optimizing BUMDes through strengthening human resources can increase rural economic growth. By optimizing BUMDes in Prasetyo's research (2016) it can foster Community Development and Empowerment in Pejambon Village, Sumberrejo District, Bojonegoro Regency.

The manifestation of the optimization of BUMDes in village community development is what has been carried out by the Ponggok Village Government, Polanharjo District, Klaten. With efforts to optimize BUMDes in social development, the Ponggok Village Government has been able to improve the quality of human life in a complete way, namely meeting human needs ranging from physical to social needs so

as to create an empowered Ponggok Village community (Hidayah, 2021b). The purpose of this study is to explore the Optimization of BUMDes in the Social Development of Village Communities. Therefore, the study in this research is the Optimization of BUMDes in the Social Development of the Ponggok Village Community, Polanharjo, Klaten.

2. METHOD

The optimization of BUMDes in the social development of the Ponggok village community, Polanharjo, Klaten was carried out using a qualitative approach with the type of field research with data collection techniques using Interview, Observation and Documentation techniques. The research subjects or informants in this research are the Village Head, Village Apparatus, BUMDes managers and the Ponggok Village community, Kec. Polanharjo, Kab. Klaten. Then the data collected was analyzed by qualitative descriptive analysis technique which consists of three stages, namely: first, the Data Reduction stage, which is the process of classifying and categorizing the data found in research on Optimizing BUMDes in the Social Development of Ponggok Village Community, Polanharjo, Klaten. Second, the data presentation stage (Display Data), which is a checking technique in the research process that is used to make it easier for researchers to make data into a social picture in the form of words, as well as to correct the existing data unity from the results of research conducted (Sugiyono , 2014: 343) regarding the Optimization of BUMDes in the Social Development of the Ponggok Village Community, Polanharjo, Klaten. Third, the conclusion and verification stage is a step to draw the core points and the truth about the Optimization of BUMDes in the Social Development of the Ponggok Village Community, Polanharjo, Klaten.

3. THEORITICAL REVIEW

a. Social Development

Social development as a process of planned social change designed to improve people's living standards, where development is carried out complements the process of economic development (Migley, 1995: 25–31). Edi Suharto (2010: 89) defines Social

Development as a development approach that aims to improve the quality of human life in a complete way, namely meeting human needs that range from physical to social needs. Contextually, social development is more oriented to the principle of social justice rather than economic growth.

Several programs that have become the center of attention for social development include education, health, employment, housing, and poverty alleviation (Bahri, 2018). Social development is not only focused on the progress of the economic aspect. This concept comes from a critique of development which focuses on economic progress and does not pay attention to social aspects. The concept that developed in the 1980s offers welfare in the economic field as well as welfare in the social field at various levels. The pattern introduced by social development is the harmonization of social policies with measures designed to promote economic development.

Social change is a dynamic thing. Therefore, to realize the goals of social development, a strategy is needed. Judging from the social development strategies that can be applied in an effort to improve people's living standards, Midgley in Adi (2003: 49) suggests that there are 3 (three) major strategies, namely:

- a. Social Development through Individuals (social development by individuals), where individuals in the community independently form community service businesses to empower the community. This approach leads to an individualist or 'enterprise' approach (individualist or enterprise approach).
- b. Social Development through Communities (Social Development by Communities), where community groups work together to develop their local communities. This approach is better known as the communitarian approach.
- c. Social Development through the Government (Social Development by Government), where social development is carried out by institutions within government organizations (government agencies). This approach is better known as the static approach (statistical approach). With Indonesia's conditions being so complex, these three strategies need to be continuously implemented. That is, when the government carries out social development, the roles of the

private sector and the third sector (civil society) continue to be grown. Thus, there is no government domination in handling social development. Each side continues to show their progress. In fact, it can create synergies to accelerate the process of social development.

b. BUMDes

Owned Enterprises (BUMDes) are etymologically derived from several words, namely business entities which are defined as juridical (legal), technical, and economic units that aim to seek profit or profit, while property can be interpreted as ownership or possession while the village is a unitary entity. an area inhabited by a number of families who have their own government system (KBBI). Thus, BUMDes is an effort carried out by a government system that has laws that technically cover the community's economic sector.

BUMDes is a village-owned enterprise that was established on the basis of the needs and potential of the village as an effort to improve community welfare. With regard to planning and establishment, BUMDes is built on the initiative and participation of the community. BUMDes is also an embodiment of the participation of the village community as a whole, so it does not create a business model that is hegemonized by certain groups at the village level (Center for the Study of Development System Dynamics (PKDSP), 2004: 4).

Maryuni defines that BUMDes is a business institution managed by the community and village government in an effort to strengthen the village economy and build community social cohesion which is formed based on the needs and potential of the village (Maryunani, 2008: 35). BUMDes is a business entity whose entire or most of the capital is owned by the village through direct participation from village assets which are separated to manage assets, services, and other businesses for the greatest welfare of the village community (Komroesid, 2016:).

There are seven main characteristics that distinguish BUMDes from commercial economic institutions in general, namely:

- a. This business entity is owned by the village and managed jointly.

- b. Business capital comes from the village (51%) and from the community (49%) through questions on capital (shares or share).
- c. Its operations use a business philosophy rooted in local culture (local wisdom).
- d. The line of business carried out is based on the potential and results of market information.
- e. The profits obtained are intended to improve the welfare of members (capital participants) and the community through village policies (village policy).
- f. Facilitated by the Government, Provincial Government, Regency Government, and Village Government.
- g. Implementation of operationalization is controlled jointly (Pemdes, BPD, members) (Maryunani, 2008: 36).

BUMDes as an economic institution for its business capital is built on the initiative of the community and adheres to the principle of independence. This means that the fulfillment of business capital for BUMDes can apply for capital loans to broad parties, such as from the Village Government or other parties, even through third parties. Village-Owned Enterprises are carried out by the Village Government together with the community. The management of BUMDes by directly involving the community is expected to be able to encourage the community's economy in improving community welfare. Each village that has formed a Village-Owned Enterprise is provided with funds from the government. Each village business that is run has its own advantages according to the needs and potentials contained in the village.

The main purpose of the establishment of BUMDes is to increase Village Original Income (PADes) in order to strengthen the village economy. As a village business institution, the establishment of BUMDes is really aimed at maximizing the potential of rural communities, both economic potential, natural resources (SDA) and human resources (HR). In achieving its goals, BUMDes works by utilizing the assets and potentials owned by the village, as well as sourced from the capital participation from the village. With this business entity, it is hoped that it can contribute to village income sources to strengthen the village economy.

BUMDes which is an economic institution in rural areas has two main functions, namely as a social institution and a village commercial institution. BUMDes as a social institution has a function as a provider of social services, while the function of BUMDes as a commercial institution has the aim of seeking profit through offering local resources in the form of goods and services to the market. In addition, BUMDes also has a function as a driver of village economic growth to generate Village Original Income, and as a means to encourage the improvement of the welfare of rural communities (Nugraha, 2019: 67).

4. RESULTS AND DISCUSSION

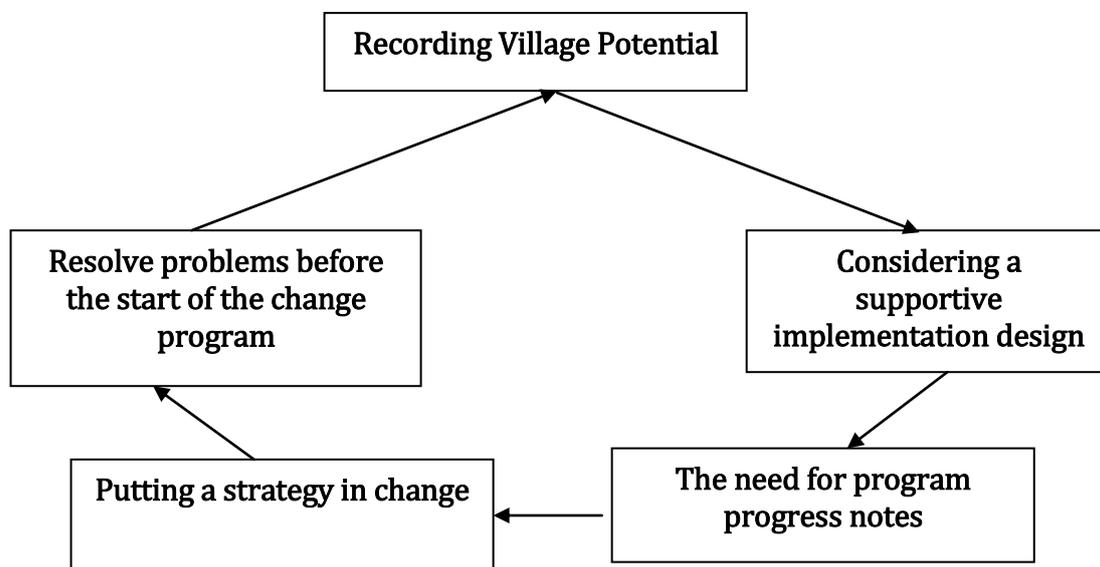
Social development seeks to take a holistic approach (macro perspective) that focuses on the community, especially on intervention planning with an approach to dynamic, planned, general change, all of which lead to harmony between social interventions and economic development efforts. The social development approach is a unique approach that integrates economic and social objectives (Fauziah, 2016: 1). Social development, especially for village communities, can be done by optimizing BUMDes. There are several programs in Ponggok Village, Polanharjo, Klaten related to the Optimization of BUMDes in the social development of village communities, namely:

- a. Involvement of community participation in optimizing BUMDes in social development

In building community welfare, the Ponggok Village Government realizes that the participation (participation) of the community itself as the subject and object of development is vital. This means that the success rate of the program depends on this indicator as the main point. In an effort to optimize BUMDes as social development, it is noted that currently approximately 200 families (KK) have been registered in BUMDes activities out of a total of 700 families in Ponggok. If you want to trace it, then this success can be seen from the flow of the community empowerment program to improve the welfare of the people of Ponggok Village. Chikmawati's research (2019)

revealed that optimizing BUMDes through Strengthening Human Resources can Increase Rural Economic Growth. The following is a chart of the flow:

Figure: 4.4 Flow of Ponggok Community Empowerment Efforts



From the depiction of the chart above, we can see that in the realization of these empowerment efforts, The Ponggok Village Head said

that it was indeed necessary to have awareness from the village community to change, then this would be the starting point of the need for independent social development. Especially with the efforts of the people who are willing and brave to break away from selfishness to personally enjoy program facilities for the common good. Furthermore, this will must be drawn deeper in order to be willing and willing to take part in the activities of the social development program which will be realized by BUMDes, so that it is effective and efficient.

The Head of Ponggok Village, Mr. Junaedi Mulyono, SH, is a visionary figure, seeing the future. He always conveys ideas with the principle of Believing is Seeing (if we believe we will surely see) that is an extraordinary power to never give up in realizing their ideals, because they realize that to convince people is not easy, most people think Seeing is Believing (if you see you just believe), then you need evidence to grow trust from the community.

Ponggok Village has a vision and mission as well as blueprint as outlined in the Village Medium Term Development Plan (RPJMDes). There are 4 strategic approaches used to develop villages, namely planning and budgeting, optimizing BUMDes in social development as an economic driver in the real sector and financial sector, empowering quality human resources, and utilizing information technology. Villagers are involved in village deliberations in stages. The process starts at the RT, RW, and village levels. Through this mechanism, the RPJMDes compiled is the fruit of the thoughts and agreements of the residents, not just the ideals of the village head. In Wadu research, Citizen involvement in sustainable community development through youth activities, namely, developing youth potential both physically and mentally as well as youth creativity. All of these activities are carried out voluntarily and organized in youth organizations. In Wadu's research, et al (2019) Citizen involvement in sustainable community development through youth activities, namely, developing youth potential both physically and mentally as well as youth creativity. All of these activities are carried out voluntarily and organized in youth organizations.

- b. One-home one-graduate program as optimization from the management of BUMDes in the education sector.

One of the results achieved and shared by residents from optimizing BUMDes in social development is the one house one bachelor program. This program in the field of education is in the form of cash scholarship assistance to Ponggok Village youths who are currently studying because each household per family head is required to produce one graduate who is part of the Ponggok Village social development strategy in the field of education which aims to open access to education for all residents. The community and the system that has been built by the village government will later be continued when students graduate from college by giving an allowance of three hundred thousand rupiahs to students from Ponggok Village.

The BUMDes optimization program in social development in the form of the one-home one-graduate program was very useful for students from Ponggok. Because with this program, students from Ponggok are greatly helped, namely they can increase their pocket money while on campus. In addition, to be able to take part in the one-

home one-graduate program, the conditions are quite easy, students from Ponggok village only need to register at the Ponggok village office by bringing an ID card as an identity that the person concerned is indeed a resident of Ponggok Village, bringing a KTM (student ID card), transcript of the last grade, and an active lecture certificate as proof that the prospective registrant student is really a student. Because the realization of the budget for one house for one bachelor uses a transfer system that goes into the account of each recipient student, prospective beneficiaries are required to create a bank account first. From this program, it is hoped that superior human resources (human resources) will be born in Ponggok village, which are expected to contribute to the progress and welfare of the Ponggok village community.

In the development of human resources as carried out by Ponggok village through the one house one bachelor program requires community participation, as Andi Uceng, et al (2019) research shows there is a strong influence between the level of community participation and the development of Human Resources. The better the level of community participation, the higher the development of Human Resources in Cemba Village, Enrekang District, Enrekang Regency.

- c. Optimizing BUMDes in social development through a program of providing compensation to the elderly.

Based on research by Makmur Kambolong (2017) compensation for disabilities and orphans, scholarships, circumcision and the provision of compensation for widows and widowers are programs that can improve the welfare of the poor. Programs in this field have been successful because of the support and participation of the community. Based on the research of Stafhanie Dumas, et al (2022) Compensation for orphans, compensation for the dhuafa, compensation for the elderly, as well as nutritional assistance for children who weigh below the red line are also part of the community empowerment program as carried out by the Jakarta Pole Social House South program.

To optimize BUMDes in social development through Corporate Social Responsibility (CSR), BUMDes allocates 10% of the remaining net income per year. These funds are given to underprivileged communities for empowerment in the fields of education, social, and religion. One of the implementations of Corporate Social

Responsibility (CSR) in Ponggok village is the elderly and orphans who receive compensation for side dishes of Rp. 150,000 per month and in the form of rice staples 5 kg of eggs ½ kg and 1 kg of sugar. So this is very useful for people who need it.

d. Optimization of BUMDes in social development in the program to increase the productivity of human resources through the formation of SMEs

. In 1990, Tilapia cultivation had not yet developed and after the village government collaborated with the Fish Seed Center, it encouraged fish farmers to be more serious in managing Tilapia cultivation by providing various assistance ranging from feed to marketing. So in 2010 Tilapia fish culture began to develop. By optimizing BUMDes, up to now, every one meter of fish pond can be filled with about 400 fish and every 4 months it can produce 10 tons of fish. So one harvest can generate 300 million rupiah. In the future, the Ponggok village government wants to expand by developing ornamental fish cultivation.

This condition encourages the formation of Village Small and Medium Enterprises (SMEs). In 2012 through the optimization of BUMDes in social development, Ponggok Village pioneered the establishment of the Pure Tilapia UKM which is engaged in the food processing sector, especially tilapia. In addition to increasing the economic value of tilapia, the establishment of SMEs also aims to empower village women. Conditions at that time, many mothers who do not have a job. The existence of SMEs is expected to increase the productivity of mothers, especially in supporting the family economy. A business under the auspices of the Tilapia Satu fish group whose business is engaged in snacks and the ingredients are taken from the spines of Tilapia.

As a form of optimizing BUMDes in social development Processed food products produced by Nila Murni UKM are marketed through village shops which are BUMDes business units. In addition, the product is made into a bundling with an entrance ticket to the Umbul Ponggok tourist area. This has proven to be effective in marketing the product. With the help of the Ministry of Villages and PDPT, UKM Nila Murni also collaborated with Bukalapak.com to run online marketing. The turnover of Pure Tilapia UKM in one month is an average of IDR 100 million.

Meanwhile, in terms of marketing of processed food products produced by UKM Nila Murni, it is marketed through village shops which are BUMDes business units. In addition, the product is made into a bundling with an entrance ticket to the Umbul Ponggok tourist area. So people who enter the tourist area directly get the processed Tilapia package. This has proven to be effective in marketing the product. In addition, with the help of the Ministry of Villages and PDPT, UKM Nila Murni also collaborates with online such as Bukalapak.com to run online marketing. Meanwhile, the turnover of Pure Tilapia UKM in one month is an average of IDR 100 million.

- e. Optimization of BUMDes in social development through training programs and capacity building of human resources

As a form of optimizing BUMDes in social development, human resources in this village are trying to be improved by many trainings, comparative studies, attending seminars, participating in exhibitions, this will encourage the improvement of human resources, where We really empower these human resources for the progress of the community in the village

One form of human resource development in Ponggok Village The Ponggok Village Government (Pemdes) Ponggok District, Polanharjo District, Klaten Regency holds a Green Literacy Camp (GLC) for 4 days from Thursday to Sunday 4-8 July 2019.

The GLC was attended by hundreds of participants from areas in Central Java, East Java, West Java, and even from Penang, Malaysia. This GLC activity also involves volunteers and literacy activists from various regions in Indonesia. During this activity, participants will gain experience and enlightenment from national literacy figures.

Through this activity, the Ponggok Village government wants to unite the determination to build togetherness to preserve nature. One way is to plant trees in locations close to springs in Ponggok Village. Because they don't try to preserve nature, they will feel sorry for their children and grandchildren later. This event aims to increase public awareness of Ponggok as human resources in community development about the importance of preserving the environment.

In addition, in an effort to optimize BUMDes in social development, the Ponggok village government also provides financial training in the Interactive Financial Community Dialogue activity, in which the community is invited to actively save and invest their money. Because saving and investing activities are for the sustainability of the future and the interests of posterity. In addition, the independent Tirta BUMDes as a village business entity also provides opportunities for the community to participate in investing in BUMDes capital, which later on the profits from BUMDes will also be enjoyed by investors (the community).

- f. Optimization of BUMDes in social development through the development of health services through Jamkesdes (village health insurance).

Health is a very valuable factor in life. A healthy body can ease you in doing various jobs and activities without any problems. Because by having a fit body, of course it will produce a peaceful soul and a balanced feeling. Paying attention to health is very important for everyone. And the activity will also feel fun if it is accompanied by a healthy body and soul. Based on research by Eska Perdana Prasetya, et al (2018) explains that public health is a form of social development. Meanwhile, in Suprpto and Darmi Arda's research (2021) explained social development through Counseling on Clean and Healthy Behavior can increase the degree of community welfare.

Therefore, health services are important in social development, to realize healthy human resources Ponggok Village through a village development strategy launched health development including the achievement of a healthy society, including: Health insurance for residents, Construction of health facilities for residents, Awareness of healthy lifestyles and Protection and health services for vulnerable groups. This activity is carried out in the context of Optimizing BUMDes in social development in the health sector.

- g. Optimization of BUMDes in social development through the program Developing community productive activities

Through the cold hands of the village head, the Ponggok Village government has also succeeded in developing Tirta Mandiri BUMDes which are the main drivers of

the village economy. Almost all the businesses of the villagers are accommodated in this BumDes. The Ponggok village government also built a village shop that looks like a mini market. Then the idea of a village card to be distributed to every family head (KK) who has shares in BumDes, so that they can shop at the village shop.

After being built and optimizing BUMDes, the people in Ponggok Village can directly feel the benefits they get which have an impact on social development. This can be seen where the Ponggok community, which used to have an unemployment rate of around 40%, has decreased by 20% because through BUMDes business units, the community can then work and be empowered. Thus the number of unemployed is decreasing and now the unemployment rate remains 5-7%.

h. Optimizing BUMDes in social development through routine Recitation programs at the Village level

Optimizing BUMDes in social development The Ponggok Village government carries out regular recitations held by each RW on Legi Sunday, such as in RW. 1 routine recitation is held at the An-Nur Ponggok Mosque and routine village recitations are held every Pon Friday at the Ponggok Village Hall. For lecturers to bring in from local kyai. support in this program is felt by the community to be very good, so it can be used as capital for the sustainability of routine village recitation activities. The form of optimizing BUMDes in social development through regular recitations is the support of BUMDes in recitation activities both related and technical in recitation, consumption and inviting ustadz as lecturers. Apart from being a place for religious learning for the community, this routine recitation is also used by the community as a gathering place. In addition, the Ponggok Village government can also convey information related to the village and BUMdes to the community in these routine recitations.

4. KESIMPULAN

Optimization of BUMDes Tirta Mandiri Ponggok Village in social development is implemented in various programs, namely: Involvement of community participation in every BUMDes program, Social Activities (compensation), one bachelor's house program, Increasing productivity of BUMDes human resources with training and

capacity building of human resources, Service development health, development of community productive activities through SMEs, and routine village recitations. Optimization of BUMDes Tirta Mandiri Ponggok Village in social development aims to improve the quality of human life in a complete way, namely meeting human needs ranging from physical to social needs. Suggestions for future researchers are to conduct research on BUMDes in Ponggok Village in other aspects, for example in tourism development

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