

STRATEGI PENGELOLAAN USAHA AIR DESA PADA BUMDES DI DESA TUKAD MUNGGA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengelolaan usaha air bersih oleh BUMDes di Desa Tukad Mungga dalam menghadapi permasalahan tunggakan pembayaran pelanggan, mengidentifikasi faktor faktor yang mempengaruhi efektivitas pengelolaan tersebut dari perspektif manajemen usaha desa, serta mengevaluasi dampaknya terhadap keberlanjutan pelayanan dan kesejahteraan masyarakat desa. Penelitian ini menggunakan pendekatan studi kasus dengan metode kualitatif. Data dikumpulkan melalui triangulasi teknik, yaitu observasi partisipatif, wawancara mendalam terhadap pengelola BUMDes, perangkat desa, dan pelanggan air, serta dokumentasi. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman, yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi pengelolaan usaha air bersih yang diterapkan BUMDes meliputi sistem pencatatan dan penagihan rutin, pemberian toleransi atau kebijakan pembayaran bertahap bagi pelanggan yang menunggak, pendekatan persuasif melalui komunikasi langsung, serta peningkatan pengawasan terhadap distribusi air. Permasalahan tunggakan dipengaruhi oleh faktor ekonomi masyarakat, rendahnya kesadaran membayar tepat waktu, serta lemahnya sanksi yang diterapkan. Dampak dari strategi tersebut terlihat pada meningkatnya kedisiplinan pembayaran pelanggan, terjaganya keberlanjutan operasional usaha air desa, serta kontribusi terhadap pendapatan asli desa, meskipun masih terdapat kendala dalam konsistensi penegakan aturan dan keterbatasan sumber daya pengelola.

Kata Kunci: Strategi Pengelolaan BUMDes Usaha Air Bersih, Tunggakan Pembayaran Keberlanjutan Usaha Desa.

MANAGEMENT STRATEGY OF VILLAGE WATER ENTERPRISE AT BUMDES IN TUKAD MUNGGA VILLAGE

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ABSTRACT

This study aimed to analyze the management strategy of the clean water business by BUMDes (Village-Owned Enterprise) in Tukad Mungga Village in addressing customer payment arrears, identify the factors influencing the effectiveness of this management from a village business management perspective, and evaluate its impact on service sustainability and community welfare. This study employed a case study approach with qualitative methods. Data were collected through triangulation techniques, including participatory observation, in-depth interviews with BUMDes managers, village officials, and water customers, as well as documentation. Data analysis was conducted using the Miles and Huberman interactive model, which consists of data reduction, data display, and conclusion drawing. The results indicated that the clean water business management strategy implemented by BUMDes included routine recording and billing systems, the provision of tolerance or gradual payment policies for customers in arrears, persuasive approaches through direct communication, and increased supervision of water distribution. The issue of payment arrears was influenced by the community's economic factors, low awareness of timely payments, and weak sanctions. The impact of this strategy was reflected in improved customer payment discipline, maintained operational sustainability of the village water business, and contributions to the village's original revenue (PADes), despite ongoing constraints regarding consistent rule enforcement and limited managerial resources.

Keywords: *BUMDes Management Strategy, Clean Water Business, Payment Arrears, Village Business Sustainability.*