



Bumdes Citra Mandiri: What is the Marketing Strategy and it's development potensial?

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Received: 10-08-2025 Accepted: 13-08-2025 Published: 30-09-2025

Abstract

Citra Mandiri Village-Owned Enterprise (BUMDES) is located in Arjasa Village, Arjasa District. Citra Mandiri Village-Owned Enterprise (BUMDES) has several business units, namely the Citra Mandiri tourism business unit, the water management unit, and the meat management unit. The existence of these businesses can build the community's economy if they are managed well. One indicator of a business having good management is having good human resources, not only in quantity but also in quality. The level of education, skills, discipline, and responsibility are indicators of the quality of human resources. The problems that Citra Mandiri Village-Owned Enterprise (BUMDES) has in the context of its management, namely the lack of public awareness of the tourism potential managed by the BUMDES (Citra Mandiri Tourism) in the region and the suboptimal bookkeeping of the Village-Owned Enterprise (BUMDES), indicate the need for more intensive training. This is a problem that will impact the productivity and income of Citra Mandiri Village-Owned Enterprise (BUMDES).

Keywords: BUMDES, marketing strategy, development potential.

1. Introduction

The village is the oldest and most indigenous legal community institution and entity. The authenticity of a village lies in its autonomy and governance authority, which are regulated and managed based on local ancestral rights and customs recognized as legitimate by the 1945 Constitution (Kurniawan, 2015) (Maryunani, 2008). The village studied in this study is Arjasa Village, which has an existing Village-Owned Enterprise (BUMDES) with several business units. Village-Owned Enterprises (BUMDES), as mandated by Law Number 11 of 2021, are legal entities initiated by the village or jointly with other villages to manage various businesses, optimize assets, increase investment and productivity, provide services, and develop other types of businesses to improve the welfare of village communities. More than just a legal entity, BUMDES serves as a forum for community and village government participation in strengthening the local economy, with its formation based on the needs and potential of each village. Thus, BUMDes is not only a driving force for the village economy, but also a symbol of collaboration between the government and the community in realizing inclusive and sustainable development at the local level.

According to Mujati (2019), BUMDES is an institution that manages the economic activities of the community owned by the Village / Sub-district, and is managed autonomously by the community which will then be developed into a Village-Owned Enterprise (BUMDES is a manifestation of the management of the village's productive economy which is carried out cooperatively, emancipatory, transparent, accountable and sustainable. BUMDES Citra Mandiri is a business entity managed by the Arjasa Village government. This economic institution is led by a Director. The BUMDES Director has the authority and responsibility for the direction of BUMDES management. Several businesses managed are categorized into several types, namely joint businesses and social businesses. Income from these businesses goes into the village treasury or Village Original Income (PADesa) accompanied by a report to the village government every year.

The development of Village-Owned Enterprises (BUMDES) has a significant impact on the economy, as these businesses contribute to various important aspects, including Village Original

Income (PADesa). Citra Mandiri BUMDES has several established business units. With the inclusion of village capital, human resources (labor), business types, and productivity, coupled with village potential and wealth, this opens up opportunities for autonomous villages with strong economic independence. Currently, the management of these BUMDES has been widely implemented, impacting productivity and income within the villages themselves. The primary objective of BUMDes management is to improve the competency of BUMDES managers through training and assisting in the dissemination of information to the village community regarding BUMDES transactions (Atmojo, 2019).

Citra Mandiri Village-Owned Enterprise is owned by Arjasa Village, Arjasa District, Jember Regency, East Java Province. This Village-Owned Enterprise is located on Jl. Projo Diharjo, Tegalbago, Arjasa, Jember, East Java. Citra Mandiri Village-Owned Enterprise has several business units, namely the Citra Mandiri tourism business unit, a water management unit, and a meat management unit. The existence of this business can build the community's economy if it can be managed well. One indicator of a business having good management is having good human resources, not only in quantity but also in quality. The level of education, skills, discipline, and responsibility are indicators of the quality of human resources.

The problems faced by Citra Mandiri Village-Owned Enterprises (BUMDES) in its management context, namely the lack of public awareness of the tourism potential managed by the BUMDES (Citra Mandiri Tourism) in the region and the suboptimal bookkeeping of Village-Owned Enterprises (BUMDes), indicate the need for more intensive training. This introduction, which will later take the form of promotion, aims to increase public understanding of local tourism. In addition to tourism promotion, BUMDes must improve its bookkeeping system to be more transparent and accurate. Thus, it is hoped that better synergy can be created between the community and BUMDes in managing and promoting tourism, as well as improving the village's economic welfare. This is a problem that will impact the productivity and income of Citra Mandiri BUMDES. Therefore, partners need more knowledge about tourism promotion to be better known in the community and increase visitors. The second problem, namely improving the BUMDES bookkeeping system, so that financial management can be more effective and efficient, which will ultimately support the overall development of the village economy. Based on the situational analysis above, the following problems can be concluded for the Citra Mandiri Village-Owned Enterprise (BUMDes) in Arjasa Village, Jember Regency:

1. Lack of public awareness of the tourism potential managed by the BUMDES (Citra Mandiri Tourism).
2. Suboptimal bookkeeping for the Village-Owned Enterprise BUMDES).

2. Methods

The composition of the management of BUMDES Citra Mandiri as a partner in this activity is:

1. Mr. Wasi'a, Head of Arjasa Village, responsible for the area and policy maker
2. Mr. Rizal Firmansyah, ST, head and manager of the Citra Mandiri Village-Owned Enterprise
3. Mr. Ahmad Mursid, staff member or Coordinator of the Citra Mandiri Tourism Business Unit, providing information on operational details and marketing challenges in the field
4. Mr. Suharno, coordinator of the water management business
5. Ms. Rohliana, coordinator of the meat grinding business
6. Community members or visitors to Citra Mandiri Tourism, represented by Risma and Arini

The implementation of activities at the Citra Mandiri BUMDES is carried out in the following stages: preparation, implementation and reporting.

Preparation Stage, this stage involves a working meeting to identify the expertise needed for the management and development of the Citra Mandiri BUMDES. At this stage, problem identification is also carried out currently being faced by BUMDES. Next prepare a schedule for implementing activities.

Implementation stage, At the implementation stage several activities are carried out as follows:

1. Regular meetings to discuss the division of tasks and scheduling of activities according to the areas of expertise of each research member.
2. Implementation and partner work plan team meeting
3. Implementation of the independent image tourism promotion program on social media
4. Implementation of the school visit program
5. Implementation of the basic financial reporting training program

Evaluation and reporting stage, The evaluation and reporting stage is a stage where all activities are carried out and evaluated to find solutions to the problems of BUMDES Citra Mandiri so that further steps can be found to develop marketing strategies and management of BUMDES as a source of village income. This is followed by a focus group discussion and report preparation. In detail, the method for implementing activities at BUMDES Citra Mandiri is carried out in the following 3 stages:

Stage 1. Coordination of problem-solving mechanisms.

The initial step is to coordinate with partners. This coordination is carried out to convey the problem-solving mechanisms faced by the Citra Mandiri Village-Owned Enterprise (BUMDes).

Stage 2. Activity Implementation, including:

The research will be conducted in three stages: first, promoting Citra Mandiri tourism on social media, second, promoting the program through visits to schools, and third, training on basic financial reporting. This training will involve BUMDes employees. Following the training, mentoring will continue with the training provided.

Stage 3. Program Evaluation

To evaluate the results of the training and mentoring, the proposal team will return to BUMDes Citra Mandiri to observe and assess the partners' improved capabilities.

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3. Results and Discussion

Based on the problems and solutions in this community service, the results achieved are that one of the BUMDES businesses, Wisata Citra Mandiri, is now able to effectively promote itself in various schools. Furthermore, the tourism site has also successfully established well-managed social media accounts, which helps it reach a wider audience. Furthermore, Wisata Citra Mandiri's bookkeeping system is now neatly organized, facilitating daily financial and operational management. All of these efforts have significantly increased the visibility and efficiency of Wisata Citra Mandiri, making it more well-known and trusted by the community. The outcomes achieved include the following:

1. Social Media Accounts

Social media accounts are highly effective promotional tools, especially in today's digital age. With their wide reach and ease of interaction, social media accounts allow businesses and individuals to build direct relationships with their audiences. Through engaging content, such as images, videos, or stories, promotions can be conducted creatively and interactively. Furthermore, features like paid advertising and analytics make it easier to target the right audience and measure the success of promotions. Using social media as a promotional tool also helps increase brand visibility and real-time customer engagement. Wisata Citra Mandiri has three social media accounts for promotion: Instagram, Facebook, and TikTok.

Instagram: @wisatacitramandirijember_

Facebook: Citra Mandiri

TikTok: @wisatacitramandirijember

So far, the fastest-growing social media accounts are TikTok and Instagram.

2. Collaboration with schools on educational tourism

Members of this community service program conducted educational tours at schools around the Citra Mandiri Tourism area to foster collaboration and promote the program. School visits took place during school hours. The first school visited was BAKTI Kindergarten in Jember.

3. Documentation

The community service documentation included social media accounts, photos taken during the visit, and other information visits and others that are attached





4. Conclusion

The results of the community service program conducted by the Wisata Citra Mandiri Village-Owned Enterprise (BUMDes) in Arjasa Village, Arjasa District, Jember Regency, have shown positive results in several aspects. The following are the key points: 1) Improved Promotion through Social Media. Wisata Citra Mandiri now has three well-managed social media accounts: Instagram, Facebook, and TikTok. The TikTok and Instagram accounts have shown rapid growth, helping to reach a wider audience and increase visibility through creative and interactive promotions in the digital world. 2) Collaboration with Schools. The educational tourism program, implemented through visits to schools, such as TK BAKTI Jember, has successfully established strong partnerships and served as an effective promotional tool. These activities also strengthened relationships with the local community and raised awareness of the tourism sector. 3) A More Organized Accounting System. In an effort to improve operational efficiency, basic financial reporting training has been conducted for BUMDes employees. This facilitates financial management and provides greater transparency in daily operations. 4) Good Documentation. The documentation of community service activities, including social media accounts and photos from visits, has been well-organized. This provides an important track record for assessing program progress. 5) Structured Implementation Stages. This community service program is implemented in several stages, including coordination with partners, implementation of promotional activities and training, and program evaluation. Evaluation is carried out through return visits to assess the improvements achieved.

Overall, this community service program has succeeded in increasing the visibility, operational efficiency, and promotional capabilities of Citra Mandiri Tourism, making it better known and trusted by the public.

Conclusions explain the findings of the study that are relevant to the research question and research objectives without using statistical data. The conclusion section includes the implications of further research and research.

Suggestions. Here are some suggestions for further development of the Wisata Citra Mandiri Village-Owned Enterprise (BUMDes): 1) Optimize social media through a more structured and consistent content strategy, such as scheduling daily or weekly posts. Content can include unique stories about tourism, visitor testimonials, or interesting activities to enjoy there. 2) Expand collaboration with schools and communities. Create events or educational tourism packages specifically for schools, such as thematic tours that combine educational and recreational activities. This will attract more schools to collaborate. In addition to collaborating with schools, Wisata Citra Mandiri can develop educational tourism programs for other communities, such as youth groups,

youth organizations, or hobby communities. This can appeal to various segments of the community.
3) Improve financial management (bookkeeping) and product and service development.

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