

ABSTRAK

BUMDes merupakan lembaga yang khusus didirikan untuk membantu meningkatkan pendapatan asli desa tersebut. BUMDes didirikan dan dikelola oleh masyarakat dan pemerintahan desa. Tujuan penelitian untuk: (1) Memahami peran BUMDes dalam meningkatkan kesejahteraan ekonomi masyarakat pesisir di Kabupaten Jember. (2) Mengetahui seberapa besar peran BUMDes terhadap kesejahteraan ekonomi masyarakat pesisir di Kabupaten Jember. (3) Mendeskripsikan strategi yang digunakan untuk mengembangkan BUMDes masyarakat pesisir di Kabupaten Jember. Metode pengambilan sampel menggunakan *accidental sampling*. Penelitian menggunakan metode deskriptif, survey, dan kualitatif. Metode analisis data adalah analisis SWOT dan uji Uji Wilcoxon. Hasil penelitian adalah: (1) Peran Badan Usaha Milik Desa (BUMDes) di wilayah pesisir Kabupaten Jember belum maksimal dalam membantu meningkatkan kesejahteraan ekonomi masyarakat. (2) Berdasarkan hasil Uji Wilcoxon menunjukkan hasil *ranks* yang menunjukkan $T(+) \geq T(-)$. Berdasarkan kriteria pengambilan keputusan menunjukkan bahwa BUMDes tidak memberikan dampak yang positif terhadap kesejahteraan ekonomi masyarakat pesisir. Oleh karena nilai $\text{asympt. Sig} < \alpha = 0,05$ maka H_0 ditolak yang berarti bahwa BUMDes tidak berperan positif terhadap kesejahteraan ekonomi masyarakat pesisir di Kabupaten Jember. (3) Berdasarkan hasil Analisis SWOT, BUMDes wilayah pesisir di Kabupaten Jember berada pada posisi/kuadran IV (*Devensiff*).

Kata Kunci: BUMDes, Kesejahteraan Ekonomi, Masyarakat Pesisir, SWOT.

ABSTRACT

BUMDes is an institution specifically established to help increase the village's original income. BUMDes was established and managed by the community and village government. The research objectives are to: (1) Understanding the role of BUMDes in improving the economic welfare of coastal communities in Jember Regency. (2) Knowing how big is the role of BUMDes in the economic welfare of coastal communities in Jember Regency. (3) Describing the strategies used to develop the BUMDes of coastal communities in Jember Regency. This research used accidental sampling. This research used descriptive, survey and qualitative methods. Data analysis methods are SWOT analysis and paired T test. The results of the study are: (1) The role of village-owned enterprises (BUMDes) in the coastal area of Jember Regency has not been maximized in helping to improve the economic welfare of the community. (2) Based on the Wilcoxon Test results show ranks which show $T (+) \geq T (-)$. Based on the decision making criteria, it shows that the BUMDes does not have a positive impact on the economic welfare of coastal communities. Therefore the asymp value. $\text{Sig} < \alpha = 0.05$, then H_0 is rejected, which means that BUMDes does not have a positive role in the economic welfare of coastal communities in Jember Regency. (3) Based on the results of the SWOT Analysis, BUMDes of the coastal areas in Jember is in quadrant IV (Devensiff). This position indicates a very unprofitable business, the company faces internal threats and weaknesses.

Keywords: BUMDes, Coastal Communities, Economic Welfare, SWOT,