

PERAN DESA ADAT GUWANG DALAM PENGELOLAAN USAHA DESA

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Abstract

Desa Adat is one of the traditional social organizations in Bali, led by the Bendesa adat. The Bali Provincial Government provides protection for the existence of Traditional Villages through the Bali Provincial Regulation Number 4 of 2019 concerning Traditional Villages in Bali. This regional regulation provides flexibility for villages to build villages for the welfare of their manners. Problem formulation in this study is, what is the role of the Desa Adat Guwang in Village Business Management and what are the factors that influence Desa Adat Guwang in managing village businesses. The data collection method used by the researcher consisted of interviews and documentation studies. The results of the study indicate that the role of Traditional Villages in managing village businesses is not optimal. This is due to the fact that an institution that oversees traditional village management has not been established in accordance with the Customary Village Regulation, namely BUPDA. Based on these obstacles, it is recommended that traditional villages immediately conduct education and training for village business employees, accelerate the recruitment of marketing personnel and immediately form a BUPDA.

Keywords : *Desa Adat, Roles, Management*

Abstrak

Desa Adat merupakan salah satu organisasi sosial tradisional di Bali, yang dipimpin oleh *Bendesa adat*. Pemerintah Provinsi Bali memberikan perlindungan terhadap keberadaan Desa Adat lewat Peraturan Daerah Provinsi Bali Nomor 4 Tahun 2019 Tentang Desa Adat Di Bali. Rumusan masalah dalam penelitian ini bagaimana peran Desa Adat Guwang dalam Pengelolaan Usaha Desa dan faktor-faktor apa saja yang mempengaruhi Desa Adat Guwang dalam pengelolaan usaha desa. Adapun metode pengumpulan data yang digunakan peneliti terdiri dari wawancara dan studi dokumentasi. Hasil penelitian menunjukkan bahwa peran Desa Adat dalam pengelolaan usaha desa belum optimal. Hal ini disebabkan oleh belum dibentuknya Lembaga yang menaungi manajemen desa adat sesuai Perda Desa Adat, yaitu BUPDA. Berdasarkan kendala tersebut disarankan agar desa adat segera melakukan Pendidikan dan Pelatihan bagi Karyawan Usaha desa, mempercepat rekrutmen tenaga *marketing* dan segera membentuk BUPDA.

Kata Kunci : *Desa Adat, Peran, Pengelolaan*