

# Adaptation And Social Construction Of Village Owned Enterprises (Bumdesa) In The Era Of The Covid-19 Pandemic In Bulukumba Regency

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## Abstract

This study aims to explain the Adaptation and Social Construction of Village Owned Enterprises (BUMDesa) in the Covid-19 Pandemic Era in Bulukumba Regency. This study used qualitative research methods. The results showed that the Adaptation carried out by the Village Owned Enterprise Management (BUMDesa) in Kambuno Village in dealing with the Covid-19 Pandemic situation was carried out through Adaptation with the stages of social construction. The social construction was carried out by the Management of Village Owned Enterprises (BUMDesa) in Kambuno Village due to several appeals from the Government regarding the Implementation of Health Protocols to the community. The implementation of social construction refers to the adjustment of Government regulations related to Health Protocols which can be seen from the ongoing Business Units, namely by making new schemes or rules during the Covid-19 Pandemic, such as providing health facilities in the form of masks, hand washing facilities, hand sanitizers, Set aside 5% of Bumdes Social funds in the form of goods or money assistance, and changes in Operational Hours in each Business Unit during the Covid-19 Pandemic. So that social construction can produce community compliance when doing activities in the Bumdes Business Unit by always implementing Health Protocols for the smooth running of Business Units that are running during the Covid-19 Pandemic.

**Keywords:** Adaptation, Social Construction, Village Owned Enterprises, Covid-19 Pandemic.

## Introduction

Building Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state, is one of the contents of the nine Nawacita programs of the President and Vice President of Indonesia [1] [2] [3]. This is a form of development policy that is considered strategic, where strengthening the lowest area (village) becomes a milestone of national sovereignty to be able to compete globally [4] [5] [6]. One of the implementations of the Nawacita program is that the Government pays great attention to villages, namely the existence of Village Owned Enterprises (BUMDesa) in the Village. [7] [8] [9].

This is reinforced by the existence of Law Number 6 of 2014 concerning Villages which provides a new spirit for villages to empower themselves by giving birth to the spirit of "village building", meaning that the village is placed as the initial milestone in the success of national development.

So that the strengthening of the village cannot be separated from the strength of the village in extracting the potential of local wisdom and the spirit of mutual cooperation of its citizens. The reality of Law Number 6 of 2014 states that village development aims to improve the quality of human life and reduce poverty through the provision of fulfillment of basic needs, development of facilities and infrastructure, development of local economic potential, and sustainable use of natural resources and the environment, by prioritizing togetherness. , kinship and mutual cooperation in order to realize social justice (Village Lestari Program, 2016). The birth of Village Owned Enterprises or abbreviated BUMDes is a form of the mandate of Law Number 6 of 2014 in Article 87 which states that BUMDes are formed on the basis of a spirit of kinship and mutual cooperation to utilize all economic potential, economic institutions, as well as the potential of natural resources and human resources. in order to improve the welfare of rural communities.

The approach that is expected to be able to stimulate and move the wheels of the economy in the countryside is through the establishment of economic institutions that are fully managed by the village community. Village Owned Enterprises emerged as a new approach in an effort to improve the rural economy based on the potential and needs of the Village. Village-Owned Enterprises have a work or management system in which Village-Owned Enterprises facilitate all forms of business and community economic activities in an institution or business entity that is managed professionally. Village-Owned Enterprises have a paradigm that all forms of business are from the village, by the village and for the village. This makes community businesses effective and productive where all forms of village economic business can be managed optimally by Village-Owned Enterprises.

The Indonesian government has begun to emphasize through the direction of President Jokowi who issued a Presidential Decree stating that COVID-19 is a national disaster. Therefore, the treatment used to reduce the risk of spreading COVID-19 is also adjusted to the WHO (World Health Organization) COVID-19 health protocol standards [10]. The Covid-19 pandemic to date, Bulukumba Regency has also felt the impact of social and economic aspects in general. As happened in the tourism sector, hotels, restaurants and small entrepreneurs/MSMEs which experienced a very drastic decline in income. Not only that, from the initial preliminary study conducted, the impact of the Covid-19 pandemic was also felt by Village Owned Enterprises (BUMDesa) in Bulukumba Regency. It turned out that the Covid-19 pandemic had a very large impact on activities in every Business Unit within the Village-Owned Enterprises that were directly related to the Community. The existence of new conditions must be adjusted to government regulations [11] [12] [13].

The existence of government regulations related to the implementation of health protocols, such as: 1. Using masks, 2. Keeping a distance, 3. Staying away from crowds, and 4. Reducing mobility will indirectly change the old habits before the Covid-19 Pandemic between Village-Owned Enterprises managers. and the Community related to services that are often performed [14]. In general, with the Covid-19 Pandemic conditions, it will be difficult for Village Owned Enterprises (BUMDesa) as part of social institutions to be able to increase their income in each of their business units during the

Covid-19 Pandemic due to limitations and reduced space for social activities carried out.

However, what is interesting from the results of the Preliminary Study, it was found that even during the current Covid-19 Pandemic, Village-Owned Enterprises (BUMDesa) in Kambuno Village were able to show positive performance during Village-Owned Enterprises during the Covid-19 Pandemic. To increase its income, it can be seen in the Village-Owned Enterprises (BUMDesa) Kambuno Jaya in Kambuno Village, with business units such as: 1. Services (Printing), 2. Tourism (Swimming Pool), 3. Transportation Services and 4. Tunnels ( Tents) with the income they get in 2020 amounting to 16,552,700-Million, while in 2021 it will reach 20,321,500-Million. There was an increase in income from Village Owned Enterprises (BUMDesa) during the Covid-19 Pandemic in Kambuno Village. So, indirectly the manager has made adaptations in accordance with the Health Protocol implemented by the Government, so that Village Owned Enterprises (BUMDesa) in Kambuno Village can continue to serve in each of their Business Units in the Community despite the Covid-19 Pandemic situation.

The phenomenon of adaptation and social construction that occurred during the Covid-19 Pandemic Period is still considered something new to be reviewed. Several previous studies found discussing (1). The role of BUMDes in the Covid-19 Pandemic Period, (2). BUMDes' Survival Strategy during the Covid-19 Pandemic, (3). The impact of the Covid-19 pandemic in the BUMDes activity program and (4). Implementation of BUMDes Management Policies During the Covid-19 Pandemic. In this regard, the phenomenon of adaptation and social construction during the Covid-19 pandemic is quite interesting to study. Therefore, the researcher explained about the Adaptation and Social Construction of Village Owned Enterprises (BUMDesa) during the Covid-19 Pandemic in Bulukumba Regency".

## Methods

This study uses a qualitative research approach. With data collection techniques through observation, interviews and Focus Group Discussions (FGD). The location of the research was carried out in Bulukumba Regency, namely in Kambuno Village. The location was chosen because several of the business units they run in Village Owned Enterprises (BUMDesa) were affected during the Covid-19 Pandemic. The informants were the Head of Kambuno Village,

Director of Bumdes Kambuno, Secretary of Bumdes Kambuno, Head of Community Business Units involved in Bumdes Kambuno and Supervisors at Bumdes Kambuno. Then the data analysis technique was carried out through 3 (three) stages, namely Data Reduction, Data Exposure and Conclusion Drawing and Verification. Miles and Huberman [15].

### Results and Discussion

Pictures and analysis of findings in the form of phenomena and facts found in the field based on the research interview guidelines that have been used, which will be explained in detail and in depth related to the phenomenon of Adaptation and Social Construction of Village Owned Enterprises (BUMDesa) during the Covid-19 Pandemic. . Several sub-sections in the preparation of this chapter will explain the characteristics of research informants who will answer how the Adaptation of Village Owned Enterprises (BUMDesa) in the Covid-19 Pandemic era in Bulukumba Regency. and will be linked to the relevant theory.

Adaptation and Social Construction of Village Owned Enterprises (BUMDesa) in the Covid-19 Pandemic era in Bulukumba Regency.

According to Gerungan, adaptation is a personal adjustment to the environment, this adjustment can mean changing oneself according to environmental conditions, it can also mean changing the environment according to personal desires. Not only personal adjustment, adaptation also applies to groups, and communities. In the adaptation process, interactions between living things, the environment, social groups or institutions are mutually beneficial for their survival and development [16].

Adaptation through the Social Construction stage is a new adjustment process during the Covid-19 Pandemic, of course in Village Owned Enterprises (BUMDesa) which have several activities in it. Without any effort or form of adaptation carried out by the management, it will be difficult when the program at the Village-Owned Enterprises (BUMDesa) can run optimally in the current Covid-19 Pandemic situation. The management of the Village Owned Enterprise (BUMDesa) makes adaptations that are formed with the Social Construction stage. The following are some of the Social Construction processes carried out:

### Externalization Process

This Externalization process is a form of self-expression to strengthen the existence of individuals or groups in society. Of course, in this case, see how the ability of each individual or

group in the Village Owned Enterprise (BUMDesa) Management can adjust in the face of changing situations that occur due to from the Covid-19 Pandemic. Efforts that have been made by the management of the Village-Owned Enterprises are:

### Preparation from the Board

Facing the Covid-19 Pandemic situation, there are many things that must be prepared as Managers in Village-Owned Enterprises (BUMDesa). The condition that is felt in every activity in the business unit that is carried out. As the administrator of the Village-Owned Enterprises with preparations made such as how to design the right time for internal meetings or deliberation to be held with the community related to the sustainability of the Business Units that have been running in the Village-Owned Enterprises during the Covid-19 Pandemic. On the other hand, there are things that must be prepared such as how to implement the Health Protocol in every running business unit without having to encounter obstacles in it, as stated by informant AY, who said that:

"Of course we as Management prepare when the time is right for a meeting or deliberation to be held. If it is related to the Health Protocol, we still urge them to always comply with the Health Protocol while on duty. And we also at the Bumdes Management provide facilities related to health protocols, one of which is a place for washing hands, masks, and hand sanitizers." (AY Interview Results, 2022).

The provision of supporting facilities such as Health Protocol Facilities and providing assistance to the community through Bumdes who are directly involved in Business Units that have been affected by the Covid-19 Pandemic, of course become something very important in every Business Unit and community within Village Owned Enterprises (Village Owned Enterprises). BUMDes). As stated by the SPRN informant, who said that:

"From the year-end meeting, Bumdes Kambuno set aside 5% of the budget for the Social Fund, which was given in the form of basic necessities. The goal is to help the community in economic recovery. Not only that, for example in the tourism unit in the pond there are several preparations made. The first is how information related to the adjustments that occur must reach the community. Second, at the time of implementation, everything must be prepared to meet the standards of the Health Protocol. Yes, some of them may be with officers directing them to comply with health protocols, wearing masks, for example, hand

washing soap must still be available, officers there also reduce the capacity of visitors or are limited, for example, how many people enter first. So there are preparations like that, for example, often changing the pool water. In other units, it's almost the same, how do the administrators prepare equipment that is useful for health care, so usually at the outer door we attach an appeal to comply with the Health Protocol by wearing masks" (SPRN Interview Results, 2022).

Based on the results of the interview above, it illustrates the importance of carrying out social adaptation during the Covid-19 Pandemic. The involvement of the management of Village-Owned Enterprises in preparing several things such as the provision of Health Protocol Facilities in each Business Unit they run and setting aside 5% social funds provided in the form of Assistance to the community who are active in Village-Owned Enterprises (BUMDesa) who have been affected by the The Covid-19 pandemic, of course by looking at the conditions and scale of developments that occur in society. With this, it also brings a very positive influence on the Management within the Village-Owned Enterprises, because there is an initiative between each management to always be united in formulating and preparing each Business Unit they run even in the current Covid-19 pandemic situation. The goal is for the welfare of society.

### **Socialization to the Community**

The process of social adaptation of the management of the Village Owned Enterprise (BUMDesa) to the Business Unit which must comply with the Health Protocol standards, of course, is directly related to the social interactions carried out between the management and the community involved in activities in their business units. All kinds of changes that occur along with the development of the Covid-19 pandemic need to get socialization from the management to the community involved in each business unit. This is because socialization also plays a role in shaping one's personality.

To carry out the socialization process to the community related to changes in conditions that occur in Village Owned Enterprises (BUMDesa) in connection with Business Units that involve community activities. Of course, the form of socialization can be done in various ways, namely through formal or informal appeals. As stated by Mr. SYRLH, who said that:

"So, when renting tunnel tents in the community, we really still invite people to continue to comply

with health protocols. Because this pandemic has entered almost 3 years. So, the public also understands the current situation. So, we continue to convey appeals to the public, both in writing and verbally, through the pulpit of mosques, meetings and we urge that we continue to carry out celebrations, but don't forget the health protocols" (SYRLH Interview Results, 2022). It is firmly said that the socialization to always comply with the Health protocol is always said on several occasions and does not recognize only in certain places to be conveyed.

### **Objectification Process**

In the Covid-19 Pandemic situation that occurred, many things turned out to be limiting the Tourism Business Unit, namely the Wae Hongkong Tourism pool could not fully operate to meet the needs of the community in traveling, namely the rules applied by the Government related to the Implementation of Health Protocols in it. With this in mind, the Management of the Village-Owned Enterprises (BUMDesa) Kambuno has already thought about how the rules should be applied in their Tourism Business Units. This is as conveyed by the informant Mr. SYRLH, who said that:

"So, during the current Covid-19 Pandemic situation, there is one business unit that we really cannot run completely because it can make other people crowd. Especially in the Tourism Unit, namely the swimming pool, we have been closed for more than 1 year. Because of course, despite our efforts to invite the public to comply with the Health Protocol, it is better for us to avoid this situation so that the spread of COVID-19 does not last long. So we took the initiative to close the swimming pool" (SYRLH Interview Results, 2022).

This is also in line with what was conveyed by Mr. RS, who said that:

"Of course a lot has happened in the bumdes during the Covid-19 pandemic. As in the Tourism business unit, namely the swimming pool, during the Covid-19 pandemic, we will close this pool, because we should not open the pool during the pandemic, instead it will violate the government's own rules regarding health protocols" (Results of the Hospital Interview, 2022).

From the information that has been submitted above, it can be seen that the Management of Village Owned Enterprises (BUMDesa) applies the first step rule to temporarily close the Tourism Business Unit, namely the Hongkong Wae Tourism Pool as an effort not to violate

Government rules related to the application of health protocols related to with the occurrence of crowds of people at tourist sites. Seeing the situation and condition of the Covid-19 Pandemic which was starting to sag, it turned out that there were efforts made by the management of the Village-Owned Enterprises (BUMDesa) Kambuno so that the Tourism Business Units could reopen and increase income at the Village-Owned Enterprises. This is as conveyed by the informant Mrs. NW who is widely involved in the Tourism Business Unit, who said that:

"However, seeing the development of the Covid-19 Pandemic that occurred, we began to actively reopen in 2022 this early. If our opening hours are only Saturday - Sunday for the general public, but when there are school children who want to use it for their swimming practice purposes, we are also open on other days other than Saturday and Sunday " (Interview Results NW, 2022) .

Based on this information, it gives us an idea that in applying the rules during the Covid-19 pandemic it must be flexible. Which means it is not too binding, but still pays attention to developments and conditions during the Covid-19 Pandemic, because at any time there will be changes to the rules in it. Of course, the re-opening of the Tourism Business Unit under Restrictions is not only so that Village-Owned Enterprises can get income again. However, more to how the public interest who want to travel.

To anticipate this, there are rules that have been made by the management of Village Owned Enterprises (BUMDesa) through Service Units during the Covid-19 Pandemic. As stated by informant AY, who said that:

"What has changed is the lack of orders during the Covid-19 pandemic. Because there are no events in the community, there are no crowd permits and so on. So the effect goes directly to the Service Business Unit. If we also provide services, we will continue to serve, but we only serve in the area of Kambuno village, not outside the village. Before the pandemic, we also served outside of the village, we even reached the Sinjai district to serve." During the pandemic, we still serve outside, but only a few. Even though many people called, we still refused because we were also afraid that something would happen there" (AY Interview, 2022).

The decline in Revenue in the Service Unit was really felt during the Covid-19 Pandemic. So when the Service Business Unit cannot temporarily serve outside Kambuno Village or Other Regencies. So that the Village-Owned Enterprises Management

(BUMDesa) made the option to only serve the Kambuno Village community during the Covid-19 Pandemic, so that their income in the Service Business Unit remained during the Covid-19 Pandemic even though the amount was not too much. The goal is for this Service Unit to continue running and always comply with Health Protocols related to Crowds.

### **Internalization Process**

Internalization process is the re-absorption of the objective world into consciousness in such a way that the individual subjective is influenced by the structure of the social world. this is closely related to how the rules that have been made by the Village-Owned Enterprises (BUMDesa) in the Covid-19 Pandemic situation can become decisions that are obeyed by the community. This is as conveyed by a RS informant, who said that:

"The rules that we have made, for example in our Tourism Business Unit, are temporarily closed, and the public understands the rules by not coming again at the Wae Hongkong Tourism Place because it is an effort to avoid crowds. And we had time to reopen on Saturdays and Sundays, of course, people only came on that day and were monitored directly by the management while at tourist sites" (Hospital Interview Results, 2022).

With the closure of the Tourism Business Unit and the restrictions on Opening Days, it provides an understanding to the public that the application of the Health Protocol must be applied during the Covid-19 Pandemic, which is not to congregate in places that invite crowds of people. With the information above, it can be concluded that for the sake of smoothness and the rules that have been formulated by the Village Owned Enterprise Management (BUMDesa) it is very important related to community compliance. Because this is related to improving the community's economy which leads to community welfare.

Responding to the rules that have been made by the Village Owned Enterprise Management (BUMDesa) during the Covid-19 Pandemic. Of course, it's not just the community's compliance in implementing the rules. However, what is the form of community input to the regulation so that it can run as expected by the community. This is as explained by the RS informant, who explained that:

"When we want to open a Pond Tourism Business Unit on Saturdays and Sundays. There are related to community input, as recently, the village priest said why he wanted to open this, but the government forbade it. When the Pool Tourism

Business Unit was also not running at the beginning of the Covid-19 pandemic, the community gave input on why the pool was not being paid attention to. Meanwhile, we at Bumdes during the COVID-19 pandemic could not maximize it due to loss of income” (Hospital Interview Results, 2022).

The attitude given by the community actively in providing input to the process of adjusting Bumdes through its Business Units during the Covid-19 Pandemic. It is a good thing for the Bumdes Management because it can be a material for consideration and evaluation related to what they have applied to the community. Because this form of input will certainly return to what the community really expects, and become a form of concern for the development of Business Units run by Village Owned Enterprises (BUMDesa) during the Covid-19 Pandemic.

### **Externalization Process**

Based on this information from the informant, it can be concluded that in the Covid-19 Pandemic situation, the adaptation carried out by Village Owned Enterprises (BUMDesa) in order to reach the community regarding changes and rules that must be adjusted in each business unit that has been running. Therefore, socialization needs to be carried out in various ways, through direct delivery, be it in formal or informal meetings to the community.

The socialization process is a form of Village Owned Enterprises (BUMDesa) in conveying to the public related to the implementation of health protocols such as washing hands, using masks, and using handzanitisers during the Covid-19 pandemic. Of course, by always paying attention to the principles of managing Village Owned Enterprises (BUMDesa), one of which is transparency, activities that affect the interests of the general public must be known by all levels of society easily and openly. Of course, the role in the use of Social Media in the Covid-19 Pandemic situation is very necessary in order to make it easier for Bumdesa Management to be able to convey to the public in general, with the hope that information related to Adjustments in this Business Unit really reaches the community so they can also adjust to changes that have been made by the management of the Village-Owned Enterprises (BUMDesa).

### **Objectification Process**

The objectification process is the result that has been achieved, both mentally and physically from

the human externalization activity. The result is an objective reality that may face the producer himself as a facticity that is outside and different from the human who produced it (present in a tangible form). Of course, from the adaptation process carried out by the Village Owned Enterprise Management (BUMDesa) there will be decisions or forms of rules for the continuity of the Business Units they run that are in direct contact with the community.

The Tourism Business Unit, namely the Wae Hongkong Tourism Pool, is present in Kambuno Village because it is thanks to utilizing natural resources in the form of springs in Kambuno Village. This is certainly a special attraction for visitors to be able to travel. In the Covid-19 Pandemic situation that occurred, many things turned out to be limiting the Tourism Business Unit, namely the Wae Hongkong Tourism pool, being able to fully operate to meet the needs of the community in traveling, namely the rules applied by the Government related to the Implementation of Health Protocols in it. With this in mind, the Management of the Village Owned Enterprise (BUMDesa) Kambuno has already thought about how the rules must be applied in the Tourism Business Unit. It can be seen that the Management of Village Owned Enterprises (BUMDesa) applies the first step rule to temporarily close the Tourism Business Unit, namely the Wae Hongkong Tourism Pool as an effort not to violate Government rules related to the application of health protocols related to the occurrence of crowds of people at tourist attractions. Seeing the situation and condition of the Covid-19 Pandemic which was starting to sag, it turned out that there were efforts made by the management of the Village-Owned Enterprises (BUMDesa) Kambuno so that the Tourism Business Units could reopen and increase income at the Village-Owned Enterprises.

The Service Business Unit is present in Kambuno Village because it is to meet the needs of the community related to the rental of bridal equipment / tunnel tents. The community does not have to struggle anymore to find a rental place because the Village-Owned Enterprises (BUMDesa) have facilitated them with very affordable rental prices. However, during this Covid-19 Pandemic condition, it turned out that the Service Unit experienced a decrease in income due to an appeal for the Implementation of Health Protocols, so that events held by the community were reduced and residents rarely rented.

### **Internalization Process**

The various efforts and efforts that have been made by Village-Owned Enterprises during the Covid-19 Pandemic will certainly be a decision that must be obeyed by the people involved in Village-Owned Enterprises. Like the Tourism Business Unit in Kambuno Village which they closed for a while and the community accepted the decision well because it was to avoid the crowds that occurred in the Tourism Unit. In order for the decision to be well received, it turns out that the activeness of the community in providing input is a good thing in decision making in Village-Owned Enterprises, as happened in Kambuno Village. Saturday and Sunday with certain restrictions.

### Conclusion

Based on the results of research related to the Adaptation of Village-Owned Enterprises, actors who play a role in the Adaptation Process and aspects that influence the Adaptation process, the following conclusions are obtained: Adaptation carried out by Village-Owned Enterprises (BUMDesa) Management in dealing with the Covid Pandemic situation -19 is carried out with the stages of social construction, namely the stages of Externalization, Objectification and Internalization. At the Externalization stage, there are efforts from the Village-Owned Enterprise Management to make preparations related to the Implementation of Health Protocols such as providing a place for washing hands, masks and hand sanitizers to several business units, then setting aside 5% social funds to help the community in the form of goods or money during the pandemic. Covid-19 and the Village-Owned Enterprise Management carried out outreach to the community related to the rules that had been made by referring to the Government's appeal. After that, at the Objectification stage, the Management made adjustments to some of the rules that had been formulated during the Covid-19 Pandemic for the Business Units that were being run such as the Wae Hong Kong Tourism Business Unit by temporarily closing, then looking at the situation and developments with restrictions on opening hours only in Saturdays and Sundays, the Service Business Unit only serves temporarily the people of Kambuno Village. And at the internationalization stage, the community begins to comply with the rules that have been formulated by the Village-Owned Enterprises in each of their Business Units, such as the absence of community activity during the Covid-19 Pandemic taking place in Bumdesa and the community is active in providing input in formulating policies so that the Business Unit in Village-Owned Enterprises can run even in the Covid-19 Pandemic situation.

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