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The Role Of Village-Owned Enterprise (Bumdes) Institutional Performance In The Development Of Laying Chicken Farming In Manuju District

(Case Study of Village-Owned Enterprises (Bumdes) in Manuju District)

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Abstract

The Institutional Role of Village-Owned Enterprises (Bumdes) in the development of laying hen seeds in Manuju District (Case study of Village-Owned Enterprises in Manuju District). Master of Agribusiness Postgraduate, Muhammadiyah University of Makassar (supervised by Jumiati and Nurdin). This study aims to examine the role and performance of Bumdes institutions in the development of laying hens, examine strategies that Bumdes can carry out to improve community welfare through the development of Bumdes laying hens in Manuju District. This study uses qualitative research, the location and time of the study were carried out in Manuju District, Gowa Regency from December to February 2025. The selected informants are informants who know the situation and can provide reliable information about the object being studied. This study also selected key informants intentionally (purposive sampling). Data collection techniques are observation, in-depth interviews and documentation.

Data analysis techniques through providing a clear description of the problem information, then interpreting it according to the results of the research conducted based on theoretical support related to the research object. Data validity techniques use triangulation of sources, techniques, time, data collection, data reduction, and drawing conclusions. The study shows that the role and performance of BUMDes in Manuju District has been running well, such as running an egg-laying chicken farming agribusiness that can improve the village economy. However, the performance of BUMDes is not optimal, namely: the management has not focused on running the business but still contributes and is able to increase the village's original income as expected. and the strategy of village-owned enterprises in Manuju District such as, To

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run and improve this egg-laying yam BUMDes, strategies are needed such as, strategies in setting prices, strategies for managing finances, need control and evaluation and supervision from the village government and the Community and Village Empowerment Service.

Keywords: Role of BUMDes, performance , strategy

INTRODUCTION

Encouraging village economic growth through village entrepreneurship, a strategy to promote greater prosperity, is one possible approach (Ansari, 2016). Village-owned enterprises (BUMDes), established by the government and village communities, can support this type of village entrepreneurship. Through direct participation generated from assets allocated to manage assets, services, and other businesses, the village owns all or a significant portion of the BUMDes' businesses.

Village-Owned Enterprises (BUMDes), which are business entities run by the village government and the community to stimulate the village economy, are established based on the needs and potential of the village. Village-Owned Enterprises (BUMDes), which function as social and commercial institutions, are an important part of village economic activities. Furthermore, Village-Owned Enterprises (BUMDes) function as social institutions that advocate for the interests of the community by providing social services. BUMDes aims to generate profits as a business by providing local resources to the market. Village-Owned Enterprises must be able to recognize the village's growth potential, meet all community needs, and collaborate to develop plans for establishing business units. It is clear that village-owned enterprises are involved in the financial industry, and their primary concern is the financial performance of the business.

The establishment of a Village-Owned Enterprise (BUMDes) in each village demonstrates the village government's commitment to exploring all available potential and resources to improve the village economy and welfare. However, if the village government's commitment to establishing a BUMDes is not supported by the effective and efficient management capabilities of the BUMDes management, efforts to improve the village economy and contribute to Village Original Income (PAD) will be extremely difficult.

The Village Government established a Village-Owned Enterprise several years ago with the aim of increasing Village Original Income (PAD). In this regard, one of the BUMDes in Tanakaraeng Village in recent years has not shown its performance and

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existence in contributing to Village Original Income (PAD). If BUMDes can be managed well, Village Original Income will also increase. Therefore, the high and low income from BUMDes will certainly affect Village Original Income (PADes). Based on the background above, the performance of a BUMDes will have an influence and play a role in contributing to the increase in Village Original Income (PAD).

Village-Owned Enterprises (BUMDes) possess the potential to provide for the welfare of their own communities. To enable rural communities to develop their potential and ensure their well-being, a return to equity in natural resources and policies is necessary.

The existence of BUMDes itself contributes to increasing village income and meeting basic village needs. Establishing BUMDes is important and should be undertaken by village communities.

Manuju District consists of seven villages, all of which have Village-Owned Enterprises (BUMDes). The presence of BUMDes is expected to stimulate and drive the economy and promote agricultural products within the village. The BUMDes management is also expected to be effective.

In Manuju District with 7 BUMDes namely In Manuju Village with the name BUMDes Tunas Harapan by managing tourism, truck cars and cattle buying and selling farms. Pattallikang Village With the name BUMDes Harapan Maju by managing farmer shops, dump trucks , mini gas stations, laying hen farms. Bumdes progress together in snoutloe village by managing laying hen farms and dump trucks, Tanakaraeng Village with the name bumdes bungung rumbiaya managing laying hen farms, Tassese village with the name bumdes mannggallebaju village managing porang cultivation, tamalatea village with the name bumdes tanetea managing porang plant cultivation, bilalang village bumdes citra karya managing boko bili waterfall tourism village, savings and loans.

Institutional management encompasses the resources owned by the organization. There are also elements that manage these resources, including managers and regulations stipulated in the articles of association and bylaws, as well as village regulations that govern the performance of all BUMDes institutional activities, ensuring there is no excuse for not improving BUMDes.

The existence of regulations binding village-owned enterprises (BUMDes) not only impacts the BUMDes themselves, but also the village government itself. This is evident in the village government's continued contribution in the form of capital investment to BUMDes to help them expand their businesses.

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This capital investment is what the village-owned enterprises (BUMDes) have used to develop their businesses since their inception in 2016. However, some village-owned enterprises (BUMDes) in each village have thrived in managing their businesses, while others have struggled to manage them effectively.

Village-owned enterprises (BUMDes) in Manuju District operate a variety of businesses. Within each BUMDes, they manage a variety of businesses, not just one. Of the seven BUMDes in Manuju District, six operate in more than one business sector, while one focuses solely on a single business: egg-laying chicken farming. business sector run by village-owned enterprises (BUMDes) in Manuju District is the egg-laying chicken farm. This egg-laying chicken business is managed by three BUMDes : BUMDes Bungung Rumbiaya, BUMDes Harapan Maju, and BUMDes Maju Bersama. By 2025, BUMDes Bungung Rumbiaya currently manages 6,000 egg-laying chickens, BUMDes Harapan Maju manages 3,000 egg-laying chickens, and BUMDes Maju Bersama manages 3,000 egg-laying chickens.

The agribusiness subsystem for processing laying hens includes upstream, production (cultivation), processing, and marketing subsystems. The upstream subsystem encompasses the provision of seeds, feed, medicines, and equipment. The production (cultivation) subsystem relates to the care of laying hens, including feeding, watering, and health care. The processing subsystem focuses on post-harvest handling such as selecting, washing, and storing eggs. Finally, the marketing subsystem is responsible for distributing eggs from producers to consumers.

Interrelationships Between Subsystems: Each subsystem is interconnected and influences the performance of other subsystems. An upstream subsystem that provides quality production facilities will support the production subsystem in producing quality products. An efficient production subsystem will produce quality products ready for further processing. A strong processing subsystem will increase product added value and expand the market. An effective marketing subsystem will ensure products are distributed to consumers effectively and profitably.

Based on background Based on the background above , the researcher is interested in conducting research with the title "The Role of Institutional Performance of Village-Owned Enterprises (BUMDes) in the Development of Laying Broiler Farms in Manuju District, Gowa Regency" (Case Study of Village-Owned Enterprises (Bumdes) in Manuju District) .

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The objectives of this study are (1) to examine how well BUMDes performs in developing egg-laying chicken farms. Furthermore, this study also (2) examines how BUMDes influences their own success in developing egg-laying chicken farms. It also (3) examines strategies that BUMDes can use to develop egg-laying chicken farms and improve community welfare.

Objectives

Research Approach

In this study, the author used a qualitative case study approach. Qualitative research can be defined as a method that describes or depicts the state of a research subject or object, whether a person, institution, community, or other entity, using written or spoken words from individuals and observable behavior to obtain actual data from informants.

Location and Time of Research

This research was conducted at a village-owned enterprise (BUMDes) in Manuju District, Gowa Regency. The research began in December and lasted until February. The village has a village-owned enterprise (BUMDes). The location was selected intentionally and directly by the research site .

Determination of Informants

The informant selection technique was based on the criteria of the Village-Owned Enterprise group that has expertise in issues related to BUMDes management. The informants selected were BUMDes chairpersons (3 people), BUMDes treasurers (3 people), BUMDes supervisors (3 people), advisors (3 people), and village assistant (1 person).

Technique Collection Data

In study This study collect data with use method as following:

1. Observation

That is collection data with stage observation directly to the object to be studied, namely owned business entity village, then the actors who play a role in the village-owned enterprise are the managers body business owned by village. Interview or Interview. Interview is technique collection data Which used researchers For get descriptions oral through chatting in a way open to manager Village-Owned Enterprises (Bumdes)

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Interview This is something that is used as support in this research because part big information obtained through Koesener (Mardalis, (2007)

2. Interview deep (interview)

Interviews are a technique for obtaining information directly. through request information -information to party First that is the breaker body business owned by village Which in view can give information or answer to question Which submitted.For get information submitted a set questions or question arranged in something list.

3. Documentation Method

Documentation is notes incident Which Already passed.Document Can shaped writing, picture, or works monumental of a person.).

Technique Analysis Data

The data analysis used refers to descriptive research, which is a method for examining the status of a group of people, an object, a condition, a system of thought, or a class of events in the present. The purpose of this descriptive research is to create a systematic, factual, and accurate description, picture, or painting of the facts, characteristics, and relationships between the phenomena being investigated (Nazir 2015: 63).

Analysis data in study This use method analysis data qualitative Which covering stages activity: (1) Collection And information Which collected from results interview, notes field, document, picture, photo And others; (2) Do reduction data with objective For make a summary of data and information that is considered important related to the research objectives; (3) Data presentation is used to further improve understanding of cases in business entities owned by the village in Manuju sub-district; (4) Drawing conclusions, is a research result that answers the focus of the research objectives based on the results of data analysis. Data analysis is a process organize, structure and interpret orderly data. Data Which has researchers get through interview, notes, And documentation other.

In short, it can be seen that there are several steps in the descriptive research method, namely:

1. Identifying significant problems to be solved through descriptive methods.
2. Limit and formulate the problem clearly.
3. Determine the objectives and benefits of research.
4. Conducting literature studies related to the problem.
5. Determine the framework of thinking and questions and hypotheses.

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6. Designing the research method to be used includes determining the population, sample, sampling technique, data collection instrument and analyzing the data.

Based on the data collection description that has been described, the following analysis is used to answer the following problems:

To answer the first objective, explain the role of village-owned enterprise (BUMDes) institutional performance in developing laying hen farming in Manuju District. This study examines the resources and regulations governing the operation of BUMDes businesses.

second and third objectives , descriptive analysis is used, namely by analyzing roles and functions using resource mapping, norms and organizations in village-owned businesses, analyzing opportunities and advantages in business activities at village-owned businesses.

DISCUSSION

Institutional Description

Law Number 32 of 2014 and Government Regulation Number 12 of 2005 mandate that communities and villages can establish village-owned enterprises (BUMDes) according to the needs and potential of the village. In this case, planning for the establishment of a village-owned enterprise is based on deliberations and agreements between the village government and the village community. BUMDes in Manuju District was established in 2016, with all BUMDes established in that year. BUMDes, as a village business entity, should contribute to improving community welfare. BUMDes is a program designed by the village government and the village community with the aim of improving the standard of living of the village community. As a village business entity, it must be managed jointly for the common good and can maximize village original income.

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No	Village Name	Name of Bumdes	Year of Establishment	Address	Type of business
1	Heading	Shoots of Hope	2016	Heading	Tourism, Trucks, Livestock (Cattle Fattening)
2	Pattallikang	Hope Forward	2016	Pattallikang	Farmer's shop, dump truck, mini gas station, laying hen farming
3	Tamalatea	Tanetea	2016	Tamalatea	Dump Truck, Porang Plant Cultivation
4	Snout	Moving Forward Together	2016	Snout	Dump Truck, Egg-Laying Chicken Farming
5	Bilalang	Image of Works	2016	Bilalang	Boko Bili Waterfall Tourism, Savings and Loans, Dump Trucks, Village Market, Printing and Photography
6	Tassese	Mangngalle baji	2016	Tassese	Poran Plant Cultivation, Buying and Selling Agricultural Products
7	Tanakareeng	Bungung Rumbiaya	2016	Tanakareeng	Egg-Laying Chicken Farming

Table 4. Data on Village-Owned Enterprises in Manuju District, Gowa Regency

Research Dimension Exposure

Manuju District has seven villages, all of which have village-owned enterprises (BUMDes). The village government is expected to provide incentives for village business management and stimulate the rural economy. This incentive should be the provision of institutions managed entirely by the village community. BUMDes, village-owned enterprises (BUMDes), are expected to advance the village economy and address the national development gap.

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The presence of these village-owned enterprises (BUDes) minimally provides employment opportunities for rural communities. People no longer need to travel to the city to find work, as BUDes can facilitate capital and a platform for developing businesses in the village.

Community-developed businesses should at least meet the needs of rural communities and the demands of urban communities. Village-Owned Enterprises (BUMDes) are the most potential outlets for producing what the community needs in general. BUMDes is a village government program that empowers communities to manage businesses, and the proceeds from these businesses can contribute to the village and increase village income.

Village-owned enterprises, often referred to as bumdes, are village business institutions managed by the village government and the village community with the aim of strengthening the village economy and are formed based on the needs and potential that exist in the village.

Before establishing a business, the village-owned enterprise (BUMDes) management first identifies the village's potential to determine the most suitable business for that area. BUMDes (Village-Owned Enterprises) is a government program, and every village government implements it. A village-owned enterprise (BUMDes) is a business managed by the village government.

Business entities in Manuju sub-district are involved in economic institutions and can be directed towards agribusiness institutions, as is generally known, village-owned business entities have the following roles: 1. Creating businesses with village potential, 2. Mapping superior village businesses, 3. Marketing products, 4. Increasing village original income, 5. Empowering village communities, 6. Creating independent communities.

The businesses managed by village-owned enterprises in Manuju District include: egg-laying chicken farming, cattle fattening, porang cultivation, and mini-gas stations. These three BUMDes were each established in the same year, in 2016. Three BUMDes in Manuju District only started operating egg-laying chicken farms in 2021. Egg-laying chicken farming offers significant business potential, with the high daily demand for eggs challenging BUMDes to develop their businesses.

The Village-Owned Enterprises (BUMDes) Maju (Village-Owned Enterprise) with Mungkloe Village, Harapan Maju (Village-Owned Enterprise) with Pattallikang Village, and Bungung Rumbiaya (Village-Owned Enterprise) with Tanakaraeng Village are more focused on developing the egg-laying chicken business. Each BUMDes already has a

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legal entity certificate (AHU) and a Business Identification Number (NIB). The BUMDes themselves have an organizational structure with management consisting of an advisor (village head), supervisor, chairman (BUMDes director), treasurer, secretary, manager (head of the barn), and crew members.

This laying hen farm business, Harapan Manuju Village-Owned Enterprise (Bumdes) in Pattallikang Village, has grown from a population of 2,000 chickens to 3,000. The Bumdes has progressed with the village of Mungkloe, developing its laying hen business from 1,500 to 2,500. Similarly, the Bumdes Bungung Rumbiaya has grown its laying hen business from 2,000 to 3,000.

The income results if calculated from the laying hen farming business are: from the Bumdes Harapan Maju laying hen population with a population of 3000 heads with a production of around 80 racks per day with an average price of Rp. 45,000 the amount of income per day is: Rp. 3,600,000 x 30 days: Rp. 108,000,000 x 12 months Rp. 1,296,000,000.- in a year. However, the production of laying hens lasts a maximum of 2 years.

And the income from the BUMDes business is progressing together with the Mungkloe village with a chicken population of 2,500 chickens with an average daily production of 75 racks per day with an average price of IDR 45,000 with the total income per day being: IDR 3,375,000 x 30 Days: IDR 101,250,000 x 12 Months IDR 1,251,000,000,- in a year.

The income of the Bungung Rumbiaya village bumdes business with a population of 3000 chickens with an average production of 88 racks per day with an average price of Rp. 45,000 with the amount of income per day, namely: Rp. 3,960,000X 30 days = Rp. 118,800,000 x 12 months = Rp. 1,425,600,000_in a year. and in 2025 bumdes bungung rumbiaya was able to add 1 new cage unit with a capacity of 3000 chickens so that it became 6000 laying hen population.

The businesses run within these village-owned enterprises can increase the village's original income because the annual business profits are stored in the village treasury. They also serve as routine daily savings for business development within the village-owned enterprises. From these routine business savings, these three village-owned enterprises were able to develop businesses by 50% of their previous population.

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Table 5. Interaction Matrix of Organizational Resource Utilization and Norms

	Bumdes Harapan advances	Bumdes advances together	Bumdes Bungung rumbiaya
R(Resources, Physical and Capital)	The organizational structure is in place, with 3 administrators, 3 supervisors and 1 advisor, managed and with sufficient capital.	The organizational structure exists, there are 3 administrators, 1 supervisor, 1 advisor, sufficient capital.	The organizational structure exists, there are 3 administrators, 1 supervisor, 1 advisor, capital exists and is managed.
O (Organization)	There is an organizational structure, there are village regulations, AD and ADRT.	The organizational structure is there, village regulations, AD and ADRT.	There is an organizational structure, there are village regulations, and there are AD and ADRT in collaboration between the BUMDes management and the village government.
N (Norms, Rules)	Not yet professional in business management.	Not yet professional in managing a business	Not yet professional in managing a business.

It can be explained that the management of village-owned enterprises in Manuju District, based on physical and capital resources, has an organizational structure in the form of a management decree. The average management consists of three people, all of whom are active. One village-owned enterprise has three supervisors.

Village-owned enterprises (BUMDes) are considered organized, as evidenced by the existence of village regulations, articles of association, and bylaws within each BUMDes. However, BUMDes management remains unprofessional in managing BUMDes, as evidenced by the busyness of each manager outside of their own business. Some are preoccupied with their own personal businesses and work elsewhere.

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Table 6. Goal achievement matrix

	Bumdes Harapan advances	**Bumdes advances together**	**Bumdes Bungung rumbiaya**
Goal Achievement	Already running	Already running	Already running
Managing resources	Already running	Already running	Already running
Relationships between administrators	Synergize	Synergize	Synergize
Profit	Egg-laying chicken farming business Rp. 1,296,000,000.- per year	Egg-laying chicken farming business Rp. 1,251,000,000,- per year	Egg-laying chicken farming business Rp. 1,425,600,000,- per year
Profit Sharing from Village-Owned Enterprises and Villages	Capital is provided by the village government to develop the business.	Capital from grant funds from the Ministry of Villages and provided by the village government to develop the business.	Capital is provided by the village government to develop the business.

It can be described that village-owned enterprises in Manuju sub-district, Gowa Regency, have achieved their goals. This is evident in the nearly 50% increase in the population of each village-owned enterprise (BUMDes) for the development of the egg-laying yam business. Furthermore, the relationship between all business entity administrators has synergized in achieving these goals, and the income from the village-owned enterprises is sufficient. This business is promising and offers good business opportunities.

Table 7. Strengths and weaknesses matrix

	Superiority	Weakness
Harapan Maju Village-Owned Enterprise	Able to manage the budget well	There is no head of the cage (manager) who monitors the activities of

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		the ABK so that the ABK is monitored directly by the chairman, treasurer and secretary.
Bumdes Moving Forward Together	Able to manage the budget well	There is no head of the cage (manager) who monitors the activities of the ABK so that the ABK is monitored directly by the chairman, treasurer and secretary.
Bungung Rumbiaya Village-Owned Enterprise	.Able to manage the budget well.Able to develop business by adding unique cages and population	The crew/cage guards are not professional and do not have adequate abilities/skills.Only has 1 crew member.

The village-owned enterprise (BUMDes) in Manuju sub-district is already operating, including managing its budget in accordance with STAN (State Accountancy College) reporting standards. The business is expanding and expanding its cage units and laying hen population. The lack of a cage unit head (manager) is a weakness of the BUMDes, as oversight is carried out directly by the BUMDes management.

The role of village-owned enterprise institutions in the development of broiler chickens egg layers in Manuju sub-district

Village-Owned Enterprises (BUMDes) are pillars of village economic activity, functioning as both social and commercial institutions. The principles of efficiency and effectiveness must always be emphasized in running their businesses. Thus, it is hoped that BUMDes' existence will stimulate economic dynamism in rural areas. (Hasahan, 2021).

Social institutions or so-called Bumdes must side with the interests of the village community. The presence of village-owned enterprises in Manuju sub-district is a hope for the village government and the community as an economic pillar that functions as a social institution by siding with the interests of the community through the contribution of laying hen farming which can support the village's original income (PADes).

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Therefore, one way to improve the village economy, as stipulated in the Village Law, is to make a breakthrough by establishing a village-owned enterprise (BUMDes). BUMDes are designed to improve the village economy and the well-being of the village community. BUMDes can serve as the center of the village economy and market superior village products.

The role of village-owned enterprises (Bumdes) in Manuju sub-district has been running for approximately 8 years so it is hoped that it can run effectively to achieve its goal of bringing a positive impact in realizing community welfare.

Mr. Jusbal explained that the Village-Owned Enterprise (Bumdes) had already played a good role in making it easier for both village and non-village residents to obtain results from the business, for example, egg-laying chicken farming, as quoted by the author from his statement:

"The availability of a village-owned egg-laying chicken farm in Manuju sub-district has been able to absorb 6 to 7 workers, from the egg-laying chicken farm, additional income is obtained even though it is five hundred thousand to six hundred thousand rupiah per person and once a month. and additional income at the end of the year from the remaining business results (SHU) plus PAD and village-owned enterprise savings in 2024, the village-owned enterprise that manages egg-laying chickens has been able to deposit PAD funds, namely the Bungung Rumbiaya village of Tanakaraeng amounting to Rp. 20,000,000, the Harapan Maju village of Pattallikang amounting to Rp. 10,000,000, and the joint village-owned enterprise Mungkloe amounting to Rp. 16,000,000 ".

Based on this statement, the role of the village-owned enterprise (BUMDes) in the egg-laying chicken farming business unit has been running well and can contribute to the income of 5 to 7 workers. It can also develop businesses and increase village revenue in Manuju sub-district.

Based on the study and analysis of the research results, the author concludes that village-owned enterprises (BUMDes) must contribute significantly to improving the village economy. This laying hen farm has been operating effectively in managing its capital. The role of BUMDes in Manuju District has been significant, particularly in identifying village potential, mapping village advantages, marketing superior village products, and increasing village original income (PADes).

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Performance of village-owned enterprises in developing laying hen breeds

Performance measurement uses Agus Dwiyanto's (2006) theory, which states there are five indicators: service quality, quantity, efficiency, effectiveness, and productivity. As Fadli explained,

The performance of BUMDes in developing the egg-laying chicken farming business is already good, because it is able to produce and develop the egg-laying chicken farming business and is able to increase the population and can add new cage units."

Researchers explained that the role of BUMDes in the village has been running, and the capital owned by BUMDes can be managed well to develop a broiler chicken farming business. However, BUMDes has not been able to facilitate people who need business capital. However, BUMDes can open opportunities / employment for the local community. BUMDes which should have an office or symbol but does not have an office only the administrators can meet in a place that has been agreed upon by the BUMDes administrators and the place is not fixed, village-owned enterprises in general do not have adequate facilities.

The role of BUMDes in terms of accountability, Hayyuna (2014), stated that one way to make development in the village successful is by increasing village income. The size of village income is influenced by the strategy carried out by BUMDes in managing and maximizing existing assets in the village. This is in line with PP NO 72 of 2025 article 78 which states that village-owned enterprises (BUMDes) are business entities carried out in order to increase village original income.

Village-owned enterprise strategy in Manuju District

BUMDes are established based on the needs and potential of the village and are the initiative of the village community. This means that the business that will be realized will be derived from the desire and passion to create progress within the village community. For this reason, BUMDes should be able to make a significant contribution to improving community welfare.

According to PKDSP (2007), BUMDes management must be carried out using cooperative, participatory, emancipatory, transparent, accountable, and sustainable principles, with member-based and self-help mechanisms that are carried out professionally and independently. In this regard, to build a BUMDes, accurate and precise information is needed about local characteristics, including the socio-cultural characteristics of the community and market opportunities for the products (goods and

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services) produced. BUMDes as a business entity built on community initiative and adhering to the principle of independence, must prioritize obtaining capital from the community and the Village Government. However, it does not rule out the possibility of BUMDes being able to obtain capital from external parties, such as from the Regency Government or other parties, and can even take out loans from third parties, in accordance with statutory regulations. Further regulations regarding BUMDes will of course be regulated through Regional Regulations (Perda).

The management of Village-Owned Enterprises should actually realize the desired goals through its aspects including planning, organizing, actuating, and controlling the management of the business entity itself. Bumdes must be managed well, but the reality is that Bumdes is not managed professionally because the management of Bumdes is a family system and is not based on the principle of participatory and transparency by the Bumdes management. The management of Bumdes in East Sinjai District, Sinjai Regency, what happens is the lack of participation of Bumdes management in terms of Bumdes management, then the village government does not maximally empower the community for Bumdes development, (Burhanuddin, 2018).

Village-owned enterprises also have an organizational structure, consisting of advisors, supervisors, chairpersons (directors), treasurers, secretaries and heads of business units (managers), which is proven by a management decree in carrying out their respective duties and functions in the village-owned enterprises.

Based on research observations in the field, the management of BUMDes in developing the egg-laying chicken business has not been optimal, because the ABK in managing the cages lacks understanding of cage maintenance, so that it can reduce production itself.

The big opportunity in managing this BUMDes is the active role of the government in supervising the village head as an advisor so that the performance of the administrators is good even though they have their respective busy schedules. Monitoring and evaluation from village assistants and the community and village empowerment service who always provide input to run the egg-laying chicken farming business so that it runs well and smoothly.

CONCLUSION

In Manuju District, BUMDes has played a role in managing the agribusiness of chicken farming for eggs, thus improving the economy of the surrounding community. The performance of BUMDes in Manuju District has not been optimal in running BUMDes

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businesses, this can be seen from the busyness of the administrators who are not focused on BUMDes businesses but have several activities other than the BUMDes business itself. The strategy of village-owned enterprises (BUMDes) in Manuju District, such as implementing strategies in setting prices, financial management strategies, requires control and evaluation.

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