

DEVELOPMENT OF CREATIVE ECONOMIC POTENTIAL OF LOCAL COMMUNITIES BASED ON RURAL-OWNED ENTERPRISES TO REALIZE SUSTAINABLE DEVELOPMENT GOALS IN SIDOMOYO, GODEAN, SLEMAN

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ABSTRACT

Even though it is an agricultural area, Sidomoyo Village has many small industries that have the potential to be developed. The establishment of Village Owned Enterprises (BUMDes) in the Sidomoyo Village is expected to be able to develop small industrial areas as part of local potential-based economic development. However, in its implementation, BUMDes has not been able to develop the economic potential of the Kalurahan. This requires a special strategy through developing the creative economic potential of local communities based on BUMDes to realize sustainable development goals. The implementation of this PKM activity has general objectives to: (1) provide reinforcement to develop the capacity of BUMDes as a social enterprise in increasing the creative economic potential of Sidomoyo Village, (2) analyze the needs and dynamics of problems in the development of BUMDes Sidomoyo Makmur, and (3) produce PKM outputs. and problem solving how to develop the creative economic potential of local communities based on BUMDes to realize the Sustainable Development Goals. The target audience of this community service activity are the Sidomoyo Village Head, Sidomoyo Makmur BUMDes Manager, Sidomoyo Village Government Welfare Head, Sidomoyo BUMDes MSME business cooperation partners, and village economic activists with a target of 35 participants. PKM activities are carried out using integrated training workshop methods and intensive mentoring through face-to-face/offline training, offline Focus Group Discussions (FGD), offline and online Integrated Training, offline and online intensive mentoring, as well as monitoring and evaluation of program sustainability. This community service activity is planned to be carried out as many as 2 face-to-face meetings and at least 3 mentoring meetings as a continuation of the implementation of activities with a total number of hours of activity implementation is 40 hours of meetings. This Regional Development PKM activity is expected to be able to produce outputs, namely: (1) publication articles to the Inotek community service journal, (2) HKI, (3) Cooperation agreements / IA and MoA, (4) Website Prototype and Potential Video of Sidomoyo Village; (5) PKM report; (6) Training materials and documentation.

Kata Kunci: Economic potential, Village-Owned Enterprises, local communities, Sustainable Development Goals.