

ABSTRAK

Penelitian ini berjudul Persepsi Masyarakat Terhadap Peran Badan Usaha Milik Desa (BUMDes) dalam Meningkatkan Ekonomi Masyarakat di Desa Jernih Kecamatan Air Hitam Kabupaten Sarolangun. Penelitian ini bertujuan untuk mengetahui persepsi masyarakat terhadap peran badan usaha milik desa (BUMDes) dalam meningkatkan ekonomi masyarakat di Desa Jernih Kecamatan Air Hitam Kabupaten Sarolangun. Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan pendekatan survei. Populasi dalam penelitian ini berjumlah 2.488 Masyarakat Desa Jernih dengan kategori usia remaja, dewasa dan lansia. Sampel penelitian berjumlah 96 responden dengan menggunakan perhitungan rumus slovin. Metode pengumpulan data dengan observasi, wawancara, kuesioner dan dokumentasi. Alat analisis yang digunakan adalah metode rata-rata. Hasil penelitian menunjukkan bahwa masyarakat Desa Jernih memiliki persepsi yang baik terhadap peran Badan Usaha Milik Desa (BUMDes) dalam meningkatkan ekonomi masyarakat di Desa Jernih Kecamatan Air Hitam Kabupaten Sarolangun. Hal ini menunjukkan bahwa BUMDes Desa Jernih telah memberikan manfaat yang nyata dalam mendukung perekonomian masyarakat Desa Jernih. Untuk meningkatkan dampaknya, diperlukan pengelolaan yang lebih baik dan dukungan aktif dari pemerintah desa dan masyarakat. Dengan langkah tersebut, BUMDes Desa Jernih dapat terus menjadi penggerak utama bagi peningkatan ekonomi masyarakat. Namun, BUMDes Desa Jernih harus terus meningkatkan perannya menjadi lebih baik lagi supaya ekonomi masyarakat Desa Jernih akan terus meningkat.

Kata Kunci: Persepsi Masyarakat, Peran Badan Usaha Milik Desa (BUMDes), Ekonomi Masyarakat

ABSTRACT

This research is entitled Community Perceptions of the Role of Village-Owned Enterprises (BUMDes) in Improving the Community Economy in Jernih Village, Air Hitam District, Sarolangun Regency. This research aims to determine community perceptions of the role of village-owned enterprises (BUMDes) in improving the community economy in Jernih Village, Air Hitam District, Sarolangun Regency. This type of research is quantitative descriptive research with a survey approach. The population in this study was 2,488 Jernih Village residents in the age categories of teenagers, adults and the elderly. The research sample consisted of 96 respondents using the Slovin formula calculation. Data collection methods include observation, interviews, questionnaires and documentation. The analysis tool used is the average method. The results of the research show that the people of Jernih Village have a good perception of the role of Village-Owned Enterprises (BUMDes) in improving the community economy in Jernih Village, Air Hitam District, Sarolangun Regency. This shows that BUMDes Jernih Village has provided real benefits in supporting the economy of the Jernih Village community. To increase its impact, better management and active support from the village government and community are needed. With these steps, the Jernih Village BUMDes can continue to be the main driver for improving the community's economy. However, the Jernih Village BUMDes must continue to improve their role to be even better so that the economy of the Jernih Village community will continue to improve

Keywords: *Community Perception, Role of Village-Owned Enterprises (BUMDes), Community Economy*