

Strengthening the Competitiveness of BUMDes Sumber Kamulyan through Digital-Based Management and Marketing Strategies

Anis Susanti^{1*}, Risanda A. Budiantoro², Febrianur I.F.S. Putra³, Binta Zulfa Nafisa¹, Abdullah Arif Nurhikmah¹, Enggarningtyas Retno Pinasti², Nadia Faiza Az Zahra²

¹ Office Administration Education, Universitas Negeri Semarang, Semarang, Indonesia.

² Islamic Economics, Universitas Negeri Semarang, Semarang, Indonesia.

³ Management, Universitas Dian Nuswantoro, Semarang, Indonesia.

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Corresponding Author:

Anis Susanti

anissusanti@mail.unnes.ac.id

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Abstract: Village-Owned Enterprises (BUMDes) have the potential to strengthen local economic competitiveness but often face challenges in governance and digital marketing. This community service program aimed to enhance the capacity of BUMDes Sumber Kamulyan in Wunut Village through the implementation of SIBUMDes Wunut, a website-based information system designed as an appropriate digital tool. The activities were carried out in five stages: initial governance and marketing management, intensive training for 30 participants consisting of village officials, BUMDes managers, women's groups, and youth organizations, technology implementation, mentoring and evaluation, and sustainability planning. Evaluation using the Total Criteria of Response method indicated an average score of 86.75 percent, categorized as very good. The results showed improvements in management, including digital standard operating procedures and transparent financial recording, and in marketing, particularly through social media content development and tourism branding of Umbul Pelem. Sustainability is supported by the formation of an internal digital management team and partnerships with local stakeholders. In conclusion, SIBUMDes Wunut as a website-based system effectively improves governance, strengthens digital marketing strategies, and enhances the competitiveness of rural enterprises.

Keywords: Information System, BUMDes, Competitiveness, Economic Sustainability.

Introduction

BUMDes Sumber Kamulyan is a Village-Owned Enterprise located in Wunut Village, Tulung District, Klaten Regency. This BUMDes was established on January 25, 2017, and began operations on May 10, 2018, as effort to develop the village's economic potential and improve community welfare through various business units, including trade, financial services, and local resource management. One of the leading potential units managed is Umbul Pelem, a natural water tourism destination featuring four swimming pools and

supporting facilities, including a flying fox, a children's play area, life jacket rentals, and mat rentals, a culinary offering, and souvenirs typical of Wunut Village (Trisulo et al., 2022). Umbul Pelem is strategically located only 16 km from the center of Klaten Regency, has made it one of the region's leading tourist attractions, with a tourism concept based on community empowerment.

The management of Umbul Pelem is carried out professionally by employing 55 local workers and involving surrounding MSMEs, ensuring that the local economy continues to operate sustainably. As a result, in 2024 BUMDes Sumber Kamulyan achieved a turnover

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of Rp 7,824,313,780 with a net profit of Rp 5,749,754,380. The revenues generated from Umbul Pelem's operations are allocated to support village development and improve community welfare. This has had a significant impact on enhancing the socio-economic conditions of the villagers, as evidenced by (Prakoso, 2025): (1) a health insurance covering program that has not been able to be accommodated by the government and companies in class 3 (540 people); (2) an employment insurance covering program for both workers in the formal and informal sectors; (3) distribution of holiday allowances (in 2023 amounting to Rp 400,000 per head of family for 744 heads of families, and in 2024 amounting to Rp 200,000 per head of family for 2,488 people). This program was carried out based on collective awareness between the Wunut Village Government through the Sumber Kamulyan BUMDes as a form of implementation of the Social Security and Employment Awareness Village, which ensures that all residents receive proper socio-economic security.

Despite its considerable potential, Umbul Pelem tourism management still needs to be further developed because the management system at the Sumber Kamulyan Village-Owned Enterprise (BUMDes) is has not yet been fully effective nor supported by digital integration. Currently, transaction recording is still conducted manually, which risks data inaccuracy, reporting delays, and a lack of transparency in revenue management, potentially hampering the development of the Sumber Kamulyan BUMDes business (Mutiarni et al., 2018). Furthermore, optimizing social media will strengthen branding and marketing to attract more visitors, increase village income, and support sustainable village economic independence. Promotion using social media is an easy, fast, and economical method with broad marketing reach (Hentihu et al., 2024). However, currently, the social media management of the Sumber Kamulyan Village-Owned Enterprise (BUMDes), particularly Instagram and TikTok, is still less than optimal. Social media should be the primary marketing tool for reaching a wider range of tourists (Pancaningrum & Mustafia, 2021). The uploaded content remains less engaging, inconsistent, and lacks effective interaction strategies for engaging with the audience. As a result, the level of engagement is low, the tourist attraction is less widely known, and the potential for increasing visitor numbers is not maximized. Without an appropriate digital marketing strategy, Umbul Pelem is likely to face challenges in competing with other destinations that have already adopted professional approaches to social media utilization (Yusuf et al., 2022).

Considering the current condition of the Sumber Kamulyan Village-Owned Enterprise (BUMDes), this community partnership empowerment activity aims to

identify key issues, including manual recording of Umbul Pelem tourism operations and BUMDes management, as well as the lack of social media optimization for branding and marketing. The implementation of the integrated information system "SIBUMDes Wunut" will enhance professionalism and independence in BUMDes management, while branding and marketing strategies for BUMDes products are carried out through the social media platforms Instagram and TikTok, which have very broad reach. Instagram and TikTok have a strong impact on the tourism sector because they are able to shape the image of tourist destinations and can be a means of promotion and marketing, one of which is through the location feature which can increase the reach of information and make it easier for users to find tourist destinations (Virtarini & Ngatno, 2020; Zhou et al., 2023).

With this approach, it is hoped that BUMDes Sumber Kamulyan will be able to be competitive, create new jobs, initiate digital-based BUMDes management, and contribute to sustainable village economic independence.

Method

This community service program utilizes the Participatory Rural Appraisal (PRA) method, which actively involves partners to enhance the capacity of the Sumber Kamulyan Village-Owned Enterprise (BUMDes) managers in administration, business governance, and digital marketing. This method helps managers design solutions tailored to the needs and characteristics of Umbul Pelem. Activities include outreach, training, digital system implementation, mentoring, and evaluation to support program sustainability (Lestari et al., 2020; Putri et al., 2022). The implementation of PRA ensures regular monitoring and evaluation, increasing participation, skills, and technology utilization in BUMDes business governance (Hudayana et al., 2019). The program is designed with partner capacity and existing resources in mind, as well as active partner participation at every stage, from problem identification and SOP development to technology implementation, through evaluation and continuous improvement.

Result and Discussion

Socialization Stage

The initial phase of the program to strengthen the competitiveness of the Sumber Kamulyan Village-Owned Enterprise (BUMDes) through the implementation of SIBUMDes Wunut (<https://sibumdes-wunut.com>) began with a

socialization activity. This activity was held at the Wunut Village Hall, involving village officials and BUMDes managers. During the socialization session, the team leader explained the importance of implementing a digital system to improve administrative efficiency, transparency of financial records, and strengthen the branding of Umbul Pelem Waterpark. This is relevant considering the relatively tight competition in the tourism sector in Klaten Regency (Putri & Gustaman, 2024) so that digital innovation is seen as a key strategy.



Figure 1. Need Analysis

An open discussion with participants resulted in input that the system should be simple yet accountable, capable of supporting more creative digital promotions, and involving youth organizations in social media management. This is in line with Camilleri (2017) that the easier a technology is to use, the greater its benefits in supporting sustainable promotions and stakeholder engagement. These aspirations became the basis for refining the design of SIBUMDes Wunut.

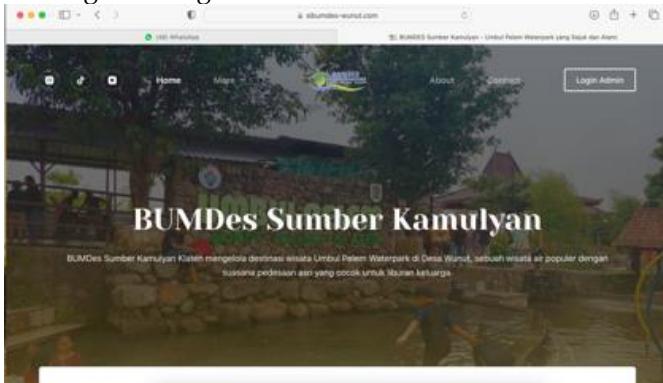


Figure 2. The Interface of SIBUMDes Wunut

The results of the socialization phase showed an increase in partner awareness of the urgency of digital transformation as well as a commitment to overseeing the system's implementation. With a participatory approach, this socialization not only served as an information forum, but also a space for building collaboration, which then became the foundation for the next stage, namely training.

Training Stage

Following the socialization, the program continued with training activities attended by 30 participants, consisting of village officials, BUMDes managers, PKK (Family Welfare Movement) activists, and youth organizations. This training aimed to equip partners with practical skills in utilizing SIBUMDes Wunut and digital marketing strategies relevant to the needs of BUMDes Sumber Kamulyan. Training materials covered the use of the system for recording digital financial transactions, managing business records, and developing and implementing digital-based standard operating procedures (SOPs). Additionally, participants were introduced to social media management strategies to strengthen the branding of Umbul Pelem Waterpark. The session was interactive, with live simulations enabling participants to operate the system independently.



Figure 3. Implementation of Training

The involvement of various elements of the village community provides added value by creating cross-sector collaboration in the management of the Village-Owned Enterprise (BUMDes). Village officials play a role in administrative governance, BUMDes managers focus on business unit operations, the Family Welfare Movement (PKK) supports family-based promotions, and youth groups take a creative role in digital content production. The training results demonstrated an increased understanding of the system's functions and benefits, as well as a growing motivation to implement it immediately. Participants stated that the system facilitates data recording and has significant potential to increase the reach of tourism promotions. Thus, the training phase successfully laid the foundation for the technical skills needed for the next phase of technology implementation.

Technology Implementation Stage

The technology implementation phase is a crucial milestone in the implementation of SIBUMDes Wunut,

an information system designed to support the operational governance of the Sumber Kamulyan Village-Owned Enterprise (BUMDes). At this stage, the system was installed and configured for administration, financial transaction recording, business archive management, and Umbul Pelem tourist visit data recording.

Table 1. Core Features of SIBUMDes Wunut Website-Based Information System

No	Feature	Function
1	Digital Administration	Supports systematic archiving of incoming and outgoing mail as well as internal documents to improve transparency and accessibility.
2	Financial Transaction Recording	Provides a simple digital tool for daily sales recording and transaction documentation to improve accountability and efficiency.
3	Content Archive Management	Stores and organizes social media content for structured branding and marketing activities.
4	Landing Page Website	Serves as a public-facing site to showcase BUMDes profiles, products, and Umbul Pelem tourism branding.
5	Analytics Dashboard	Provides insights into visitor data, sales trends, and digital marketing performance for better decision-making.

Partners were given the opportunity to directly experience various system features, including transaction data input, simple report generation, and access to digital archives. Using this system proved to be more practical than the previous manual recording method. Furthermore, the system also provides space for integrating digital marketing strategies through content storage and social media analytics data, thus assisting BUMDes in designing more measurable promotional strategies.



Figure 4. Submission of the Wunut BUMDes Minutes

The implementation of this technology also serves as a concrete manifestation of the concept of appropriate technology. With a simple interface, the system can be used by managers from diverse backgrounds without experiencing significant difficulties. This strengthens the BUMDes' position in facing the increasingly fierce competition among tourist destinations in Klaten. Results from the implementation phase indicate that partners are becoming accustomed to the digital system and are seeing its benefits in terms of work efficiency and reporting transparency. This process also strengthens managers' confidence in utilizing technology as part of modern BUMDes governance. Thus, the implementation of SIBUMDes Wunut is a strategic step towards more professional and competitive business management.

Mentoring and Evaluation Stage

After initial implementation, the community service team provides mentoring to ensure the system operates according to partner needs. This mentoring includes both technical and non-technical aspects. Technically, the team assists BUMDes managers with system maintenance, troubleshooting issues, and assisting with digital financial record keeping to ensure more accurate and organized digital financial records. Non-technical mentoring focuses on strengthening human resource capacity, including analyzing the effectiveness of implemented digital marketing strategies.



Figure 5. Assistance in the Implementation of SIBUMDes Wunut

The evaluation was conducted with BUMDes managers and village officials. Results showed that most participants were able to operate the system effectively, although challenges persisted with consistent data entry and utilization of social media analytics features. The evaluation also revealed that partners felt the system had simplified administration and financial recording compared to previous manual methods. The evaluation data was then analyzed using the Respondent Achievement Rate (TCR) method to measure the

program's effectiveness in terms of management and marketing.

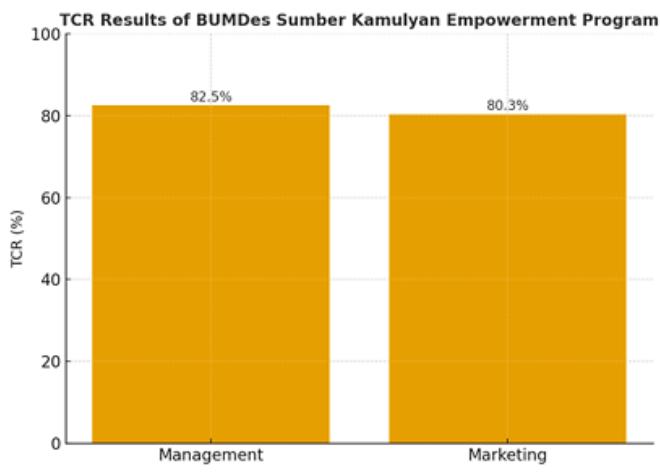


Figure 6. TCR Result

The calculation results show that the management aspect achieved a TCR of 82.5% (good category) and the marketing aspect achieved a TCR of 80% (good category). These figures indicate that the program has successfully improved the technical skills and empowerment of partners, although there is still room for further strengthening, particularly in the consistent implementation of digital marketing strategies. With intensive mentoring and participatory evaluation, partners have grown confident in using SIBUMDes Wunut as the primary system in their BUMDes governance. This stage ensures that the introduced innovations are truly adaptable and have a tangible impact on strengthening the competitiveness of the Sumber Kamulyan BUMDes.

Program Continuity Stage

To ensure the continuity of the program, an internal BUMDes digital management team was formed, tasked with routinely operating SIBUMDes Wunut. Furthermore, the village youth organization (Karang Taruna) was empowered as a digital creative team focused on developing promotional content and managing Umbul Pelem Waterpark's social media. This collaboration aims to ensure the system runs not only during the program period but also allows for continued use and development by the village community. Sustainability is also strengthened through strategic partnerships with village officials, the village government, and the local community. Institutional support is crucial to ensuring that the use of appropriate technology is integrated into village policies, particularly those related to administrative governance and tourism destination marketing strategies. Lack of institutional support from stakeholders is a key cause of

suboptimal management of the tourism sector (Fajri et al., 2022). With this support, the Sumber Kamulyan BUMDes is expected to improve business management efficiency while increasing its contribution to Village Original Income.



Figure 6. Wunut BUMDes Manager and Wunut Village Government

During program implementation, several obstacles were identified, such as limited digital literacy among some managers, technical challenges with the internet network, and time constraints for managers to consistently enter data. However, these obstacles were overcome with strategic solutions such as repeated training, the provision of simple technical guidance, and a clear division of tasks among the management team. Overall, the sustainability phase confirms that the implementation of SIBUMDes Wunut is not just a temporary project, but rather a strategic step towards village digital independence. With an internal team and stakeholder support, this system has a significant opportunity to continue developing and provide long-term benefits for BUMDes Sumber Kamulyan.

Conclusion

The program to strengthen the competitiveness of the Sumber Kamulyan Village-Owned Enterprise (BUMDes) through the implementation of SIBUMDes Wunut has proven to have a positive impact on operational governance and digital marketing strategies. Evaluation results show that the management aspect achieved a TCR of 82.5% and the marketing aspect achieved a TCR of 80%, both in the good category. This indicates that the program not only improves administrative skills and digital financial record-keeping but also strengthens the digital branding of the Umbul Pelem Waterpark.

The program's sustainability is ensured by the establishment of an internal digital management team and a creative youth team, as well as support from village officials and the local community. Despite challenges such as limited digital literacy and internet access, strategic solutions such as ongoing mentoring, technical guidance, and effective role allocation have

overcome these obstacles. Therefore, SIBUMDes Wunut can be categorized as an appropriate technology relevant to sustainably strengthening village economic independence while increasing the competitiveness of BUMDes amidst the competitive water tourism market in Klaten Regency.

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