

CHAPTER I

INTRODUCTION

A. Research Background

Pancasila and the 1945 Constitution of the Republic of Indonesia (UUD NRI 1945) form the foundation of the Unitary State of the Republic of Indonesia (NKRI), which is independent, united, and sovereign. These documents serve as the basis for national development, aiming to create a just and prosperous society with equitable material and spiritual distribution. Alongside the strengthening of human resources and other developmental efforts, economic development serves as the cornerstone and primary driver of progress. This focus is critical for achieving balanced and harmonious national development goals and objectives.¹

Indonesia has a majority of people living in rural areas, with around 56-60% of the total population. Despite increasing urbanization, villages are still the main place of residence, especially in remote provinces. Rural life is generally dependent on agriculture and natural products. The government continues to improve welfare in villages through programs such as Village-Owned Enterprises (BUMDes), infrastructure development, and technology to increase productivity. Villages remain vital to Indonesia's food security and cultural diversity.²

With this, the Indonesian government wants to improve economic standards in Indonesia, because the progress of a country is basically determined by the progress of its villages, because there is no developed country without developed provinces, no developed provinces without developed regencies and cities, and no developed regencies and cities without

¹ Rizqia Lutfi Kurnia Dewi, "Pengelolaan Badan Usaha Milik Desa (BUMDES) Dalam Meningkatkan Kesejahteraan Masyarakat Desa Berbasis Potensi Wilayah", *Jurnal JURISTIC*, Vol. 4, No. 01 (2023), p. 79.

² Moch. Roestam, *Pembangunan Desa dan Peningkatan Kesejahteraan Masyarakat Pedesaan di Indonesia*, Yogyakarta: Pustaka Pelajar, 2021, p. 89.

developed villages and villages. It is here that the progress of a country is determined by the progress of its villages. Therefore, an institution was formed which will be able to help the economy of the Indonesian people in every village, namely the Village-Owned Enterprises.³

Village-Owned Enterprises in Indonesia have been operational for approximately five years. However, their progress in promoting community welfare through their business units has fallen short of expectations. Following the enactment of the Village Law, the establishment of Village-Owned Enterprises has continued. According to statistical data, as of December 2019, there were 45,549 Village-Owned Enterprises in Indonesia, accounting for 60.76% of the 74,954 villages in the country. Meanwhile, 39.24% of villages still lack these enterprises.⁴

Article 87, paragraph [3] of the Village Law states: "Village-Owned Enterprises may conduct businesses in the fields of economy and public services in accordance with statutory regulations".⁵ This provision underscores the significant role of Village-Owned Enterprises in improving the rural economy, which is closely tied to village income. Proper governance of these programs, guided by the legal framework for the establishment of Village-Owned Enterprises, is essential for their effective operation. When managed professionally, these enterprises have the potential to become a vital component of economic development. With such policies, Village-Owned Enterprises are expected to drive economic self-sufficiency in rural areas.⁶

³ Agus Subagyo, "Peran Badan Usaha Milik Desa dalam Meningkatkan Perekonomian Masyarakat Pedesaan di Indonesia", *Jurnal Ekonomi dan Pembangunan Desa*, Vol. 8, No. 02 (2022), p. 145.

⁴ Baretha M Titioka, *et al.* "Pngelolaan Keuangan BUMDes Di Kabupaten Kepulauan Aru", *Jurnal Pengabdian Masyarakat Jamak (Manajemen & Akutansi)*, Vol. 03, No. 01 (2020), p. 199.

⁵ Rizqia Lutfi Kurnia Dewi, "Pengelolaan Badan Usaha Milik Desa (BUMDES) Dalam Meningkatkan Kesejahteraan Masyarakat Desa Berbasis Potensi Wilayah", *Jurnal JURISTIC*, Vol. 4, No. 01 (2023), p. 79.

⁶ Yohanes Richargo Nanga Wara Wara and Cathas Teguh Prakoso, "Pengelolaan Badan Usaha Milik Desa (Bumdes) Dalam Meningkatkan Pembangunan Desa Bumi Etam, Kecamatan Kaubun, Kabupaten Kutai Timur", *EJurnal Administrasi Publik*, Vol. 10, No. 1 (2022), p. 5966.

Effective management strategies for Village-Owned Enterprises are crucial to ensuring their sustainability and maximizing their benefits for local communities. Law No. 6 of 2014 on Villages grants villages the autonomy to manage their affairs and address community interests based on their original rights and socio-cultural values, enabling them to grow and adapt to changing circumstances.⁷

In creating healthy and effective management strategies for Village-Owned Enterprises, business ethics play a vital role in ensuring smooth operations. Business ethics are essential in any business context. In Indonesia, business ethics is an established yet evolving concept. Its origins coincide with the emergence of business practices within Indonesian society.⁸ In Islamic teachings, a distinctive feature is the emphasis on conducting economic activities based on Islamic norms and ethics. Islamic economics, as recognized by both Muslim and non-Muslim economists, is rooted in the principles of monotheism (tauhid).⁹ Islamic business ethics are founded on fundamental principles such as monotheism, balance, free will, responsibility, and honesty.¹⁰

Sambirejo Mart Village-Owned Enterprise is one such economic initiative established by the Sambirejo Village government, located in Mantingan District, Ngawi Regency. Its purpose is to enhance the overall welfare of the village community through the management of local resources. Sambirejo Mart serves the community by providing basic necessities and

⁷ Endang Kristiawati, M Zalviwan, and Ali Afif, "Strategi Pengelolaan Dan Pengembangan Badan Usaha Milik Desa Kecamatan Batang Lupar Kabupaten Kapuas Hulu", *JILPI: Jurnal Ilmiah Pengabdian Dan Inovasi*, Vol. 1.No. 3 (2023), p. 439.

⁸ Bosman Butarbutar, 'Peranan Etika Bisnis Dalam Bisnis', *JIMT (Jurnal Ilmu Manajemen Terapan)*, Vol. 1, No. 1 (2019), p. 192.

⁹ Sinta Kasim, Weni Octaviani, and Harifuddin Lukman, 'Rekonstruksi Etika Bisnis Islami Dalam Perspektif Al-Qur'an', *El-Fata: Journal of Sharia Economics and Islamic Education*, Vol. 1.No. 1 (2022), p. 63.

¹⁰ Institut Tazkia, *Buku Ajar Prinsip & Etika Bisnis Islam*, cetakan I (Jakarta: KAEKS, 2021). p. 13

creating job opportunities for local residents. However, challenges such as competition with modern stores, limited human resources, and the need to maintain business sustainability are critical management concerns. Therefore, effective management strategies that align with local values and business ethics are necessary to build community trust and engagement.¹¹

The basic principles of Islamic business ethics in the Sambirejo Mart Village-Owned Enterprise management strategy have many important benefits, such as ensuring blessings in business, because businesses run in accordance with sharia principles are expected to bring more beneficial results to the village community. The application of the principles of fairness, transparency and accountability can build community trust, while efficient resource management avoids waste and maintains sustainability. In addition, avoiding usury practices and haram transactions ensures sound finances and prevents long-term losses. Islamic business ethics also emphasize social responsibility, such as zakat and sadaqah, which can improve community welfare. Taken together, these principles will improve the image of BUMDes, broaden community support, and ensure sustainable businesses that provide optimal benefits for all parties.¹² Therefore, this study focuses on examining **“The Analysis of Management Strategies of Sambirejo Mart Village-Owned Enterprise In The Perspective of Islamic Business Ethics (Study in Sambirejo Mart 2024)”**. This research aims to propose strategies that align with Islamic values and local needs, enabling Sambirejo Mart to develop sustainably and maximize its benefits for the Sambirejo Village community and its surroundings.

¹¹ Fachrul Razi, ‘Strategi Pengelolaan Badan Usaha Milik Desa untuk Meningkatkan Kesejahteraan Masyarakat: Studi Kasus pada BUMDes Sambirejo Mart di Kecamatan Mantingan’, *Jurnal Ekonomi Pembangunan Desa*, Vol. 5, No. 1 (2024), p. 134.

¹² Rizqia Lutfi Kurnia Dewi, ‘Pengelolaan Badan Usaha Milik Desa (BUMDes) dengan Prinsip Etika Bisnis Islam untuk Meningkatkan Kesejahteraan Masyarakat’, *Jurnal Ekonomi Islam dan Bisnis*, Vol. 6, No. 2 (2023), p. 45.

B. Research Questions

Based on the background above, the researcher wants to formulate the problems in this study, namely:

1. How is the management strategy of Village-Owned Enterprises (BUMDes) Sambirejo Mart?
2. How is management strategy of Village-Owned Enterprises (BUMDes) Sambirejo Mart in the perspective of Islamic business ethics?

C. Research Objectives

Based on the problem formulation above, the objectives of this study are as follows:

1. To Reveal the management strategy of Village-Owned Enterprises (BUMDes) Sambirejo Mart.
2. To Reveal the management strategy from the Village-Owned Enterprises (BUMDes) Sambirejo Mart in the perspective of Islamic business ethics.

D. Research Benefits

In this study, researchers hope that this research can be a source and scientific guidance for the community regarding the importance of every village having a Village-Owned Enterprise (BUMDes). This consists of two kinds of benefits, namely:

1. Academic Benefits

For researchers, the expected academic benefit is that hopefully this research can be used as reference material that conducts this research.

2. Practical Benefits

For researchers, the expected benefits of research are that the stages of research taken can expand BUMDes knowledge for village communities, especially BUMDes in Sambirejo Village, Mantingan District, Ngawi Regency, East Java Province regarding the importance of BUMDes management in these village communities.