

# VILLAGE RESOURCES AND OPPORTUNITIES TO BECOME ENTREPRENEURIAL VILLAGE

Shola Pradmia Dwiardi<sup>1</sup>, Uus Toharudin<sup>2</sup>, Acep Roni Hamdani<sup>3</sup>

<sup>1,2,3</sup>*Faculty of Teacher Training and Education, Universitas Pasundan*

<sup>1</sup>*dwiardi.185020054@mail.unpas.ac.id*, <sup>2</sup>*acepronihamdani@unpas.ac.id*

**Abstract.** Each village has different resources, the resources that owned by a village, are one of the important assets. However, the village resources difficult to develop and manage because of limited ability, skills, and experience of the villagers. Many of them are choose to move and looking for other livelihoods, becoming factory workers and the other. So the existing resources are left unused. The method used in this paper is literature study about village resources and the relation with entrepreneurial village. This is an opportunity to make an entrepreneurial village, by utilizing the village resources and providing training to villagers about the importance of utilizing the village resources. Utilizing village resources as much as possible can improve the welfare of the village and the villagers. The village become independent entrepreneurial village and able to create competitive products from their resources by their self.

**Keywords:** Village, Resources, Entrepreneur, Entrepreneurial Village

## I. INTRODUCTION

Many Indonesian people live in villages [3]. Village is a geographic areas where the local society is active, village have various potentials which are capable of developing the welfare of the residents [1]. Village resources is the one of potentials that owned by the village which able to improve the welfare of the villagers if properly utilized. Resources village is vary, including visible resources and invisible resources, such as a village atmosphere, a spirit of togetherness, mutual cooperation, and many more [1]. However, the conditions of villages areas in Indonesia in terms of socio-economy, and the ability to develop are various. [3]. This difference is an obstacle to developing the existing village resources.

The village resources difficult to develop and manage because of the many villagers have limited ability to develop the resources, skill to utilize the resources properly, and the experience to explore the village resources. Also the villagers who do not understand the potential of the village resources [1]. Even though, the resources used as a measure of Indonesia's welfare are exist in the village [1].

Many of them choose leave the village to the city and search decent work [3]. Because of many villagers not able to utilize their village resources, and also many villagers think that living in the city can change their life for better. They think, the income in the city is more than in the village, there are more job vacancies in the village than in the city, and there are many intellectuals in the city [1].

This is an opportunity to make an entrepreneurial village, by utilizing the village resources and providing training to villagers about the importance of utilizing the village resources. One of the solutions that can encourage the movement of the village economy is develop entrepreneurship in village communities [2]. The entrepreneurial village is not area bounded by administration, but it is an area which has a function and orientation similar, coincide with other territories that are interact with each other beneficial (synergize) [2]. Entrepreneurial village development also aims to increase the role of cooperatives

and UKM in the village, fostering new entrepreneurs, increase economic activity that can increase added value as well as open up employment [2]. The efforts to maximize the benefits of all these potentials in order to be able to provide benefits and benefits to residents and others. The goal is not only to increase income but also to become a living area for the local community [1]. Eventually, utilizing village resources as much as possible and become an entrepreneurial village, can improve the welfare of the village and the villagers.

## II. BASIC THEORY

### A. Village Resources

Village resources are everything that exists in the village, all the potential that the village has, which, if properly utilized, can be an added value for this potential. Village potential are power, strength, capability and ability of a village allows it to be developed in order to improve community welfare [5]. Broadly speaking, village potential can be divided into physical potential such as land, water, climate, geographical environment, livestock, and human resources, and non-physical potential such as society and its interactions, social institutions, educational institutions, and village social organizations, as well as village officials and civil servants [5].

The resources owned by each village are different, so their utilization is also different. The conditions of villages areas in Indonesia in terms of socio-economy, and the ability to develop are variou [3]. This is an opportunity that exists within the village resources that can be utilized as well as possible.

### B. Entrepreneurial Village

Entrepreneurship can be defined as the ability to take advantage of something to be something that has more value, and can be accepted by many people, so that it is also beneficial for themselves and others. According to Joko Untoro (2010) entrepreneurship is a courage to make efforts to meet the necessities of life made by someone, on the basis

of ability by utilizing the potential that is owned by a village, to produce something useful for himself and others [2].

If the entrepreneurial village becomes an active movement, it will be very possible to encourage the village economic development. The entrepreneurial village is a program that can be developed to overcome the problems of unemployment, low income, and can increase the diversity of types of businesses in the village. Village community entrepreneurship can also mean organizing the existing economic structure in the village. All village assets such as land, water, environment, and labor can be used as capital for new business development that are driven jointly by all village elements [2].

### III. METHOD

Literature study is used in writing this paper by searching various written sources, whether in the form of books, archives, article, journals, magazines or documents that corresponds to the problem being study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments.

This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data. The information obtained from this paper is used a reference from literature study to strengthen the arguments.

### IV. DISCUSS

#### A. Village Resources and Obstacle to Utilize

Village resources are the asset that owned by a village, which is often not used and utilize properly. In terms of developing a village, many resources can be used. The village as a geographical area and a place for community activities has various potentials, both visible and invisible, to develop the welfare of the villagers. So far, these potentials have not received great attention because since ancient times this potential was not developed properly [1]. The potential of various village resources needs to be utilized as well as possible so that existing resources are not forgotten and neglected.

However, its hard to utilize the village resources because of many obstacle to make the village resources has value added. Many of the villagers are choose to move and looking for other livelihoods, becoming factory workers and the other. They think, the income in the city is more than in the village, there are more job vacancies in the village than in the city, and there are many intellectuals in the city [1].

The limited capabilities of the villagers make it difficult for existing village resources to be developed. Another problem that arises in the village is the inability of the villagers to understand the various potentials that exist in their village resources. Urbanization also the cause of villagers ignorance of the village's potential. In fact, as has been pointed out, the resources that are the mainstay of teachers for the Indonesian welfare movement are in the villages [1].

The qualification and quality of human resources in rural areas is also an obstacle to advancing the village. It has become commonplace, that the development centers in cities make many members of the people who are qualified scholars

or experts in certain fields, to settle in the city [1]. The pressures of economic life in cities allow it the emergence of various specializations in science, technology, services and skills (Suparlan, 1991: 8) [1]. Because of living in the city makes it easier for scientists to develop their knowledge, due to more adequate facilities for knowledge in the city. The intellectual community is also better able to guarantee their life in the city [1].

That same with all expertise, which that they should develop their village and utilize the village resources, but they prefer to live in the village with that reason. This in turn caused the village to lack the power to be used to discuss various problems. Nor do they have experts to identify the various potentials that exist in the village, even though there are potentially many resources [1].

#### B. Entrepreneurial Village and the Solution

Entrepreneurial village is an effort that can be done to overcome the difficulty of villagers to develop the village resources, that they have. The entrepreneurial village program is an effort to raise the potential of an area able to drive the village economy. This program also aims to increase roles cooperatives and UKM in the village, fostering new entrepreneurs, and creating jobs [2]. Village economic restructuring needs to be done immediately by optimally utilizing village resources in a manner that is in accordance with the conditions and needs of the natural community to achieve comprehensive and sustainable prosperity [2].

The entrepreneurial village development strategy is improving the quality of human resources, improving the quality of production equipment, developing business institutions, improving the quality of village officials, developing entrepreneurial village promotions, improving infrastructure quality, and preparing the community [2].

1. Improving the quality of human resources. The first strategy all need to do is, improve quality of human resources through the program training. As for the training material need to be given to the village community ideally includes 3 (three) aspects, namely: mental development of entrepreneurship, managerial skills development (soft skills) and skills improvement in producing innovative products (hard skill).
2. Improving the quality of production equipment. It is also necessary to develop a second strategy, namely increasing the quality of production equipment that used to produce something from village resources. Often the villagers only use makeshift production tools such as machetes, saws, knives and others and do not have heavy equipment. So, improving the quality of production equipment this must be done to facilitate the processing.
3. Developing business institutions. The next strategy needed is the development of business institutions. There are two alternative forms of institutions that can be developed, namely cooperatives and village-owned enterprises, also call BUMDES.
4. Improving the quality of village officials. The success of the entrepreneurial village will also depend on the capacity of the village apparatus. Therefore, it is necessary to socialize this program and increase the capacity of village officials so that they are able to become partners of the local government in the success of the entrepreneurial village program.

5. Developing entrepreneurial village promotions. Promoting entrepreneurial villages that have been formed to all communities around the village as well as all Indonesian people is needed so that this entrepreneurial village can be known to the wider community, and its products will later be known by all communities.
6. Improving infrastructure quality. Another thing that supports the entrepreneurial village to be successful is adequate infrastructure, especially roads and other public facilities such as hospitals and schools. If the village infrastructure is adequate, it will facilitate access to information from the village into outside the village, which will facilitate the development of village resources.
7. Preparing the community. The entrepreneurial village development program needs to be supported by the readiness of the community to run an entrepreneurial village, especially the attitude and mentality of the community who should be happy with entrepreneurial activities. Another aspect that needs to be developed is that the community is aware of the importance of developing village resources. This strategy can be implemented through socialization programs, entrepreneurship training for village youth, involving community leaders and integrating entrepreneurial village development programs into the village development program.

The program entrepreneurial village with doing the strategy will be able to make the village utilizing their village resources into something which have value added.

## V. CONCLUSION

Village resources can be used to the maximum utilized by villagers for the welfare of the village. So that the villagers does not find it difficult to manage the village resources, because every villagers must participate in managing their village.

Making an entrepreneurial village is a solution that can affect the development of the village. However, it is necessary to pay attention to several strategies so that the entrepreneurial village program can run well. The strategy to be a good entrepreneurial village are improving the quality of human resources, improving the quality of production equipment, developing business institutions, improving the quality of village officials, developing entrepreneurial village promotions, improving infrastructure quality, and preparing the community.

The existing village resources will not be neglected due to the limited capacity of the village community in developing them. Because every community participates in developing and prospering their village through entrepreneurial villages. So that the village becomes a village that is prosperous and independent with the village resources it has and village resources that have more value in the eyes of the village community and the community around the village as well as the people throughout Indonesia.

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