

Village-Owned Enterprises: Strengthening Economic Security and Implementing SDGs in Rural Areas

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Abstract

Strengthening communities of all sizes is essential to thriving in today's global decentralized investment market. The key to surviving the siege of investors is village autonomy. Investors arrive with the force of funds and leave issues within the community. The study about Village Autonomy is significant that should be presented. Integrating the problem of independent villages into the management of village potential is crucial for the advancement of knowledge in the fields of rural sociology and public policy studies. This study aims to explain the village autonomy that consequences from BUMDes or Village-Owned Enterprises. When it comes to revitalizing rural economies, this study contradicts the majority of others that dismiss the importance of locally owned businesses. This article is based on a qualitative approach within primary and secondary data from interviews with key actors. The informants were selected using the snowball method. The findings of this study indicate that tourist villages can strengthen the economic base of residents, that Village-Owned Enterprises have created new employment opportunities for residents, and that the Village's Sustainable Development Goals or SDG's Desa can be realized through the economic independence of residents. Thus, this research provides the foundation for scholars to examine the advantages and disadvantages of village autonomy.

Keyword: *SDGs Desa; Economic Security; Community Strengthening*

1. Introduction

The transformation of villages reflects from energetic society in sustainable development (Cordova & Celone, 2019; Hajer et al., 2015; Ramli & Rasdi, 2021). A Javanese proverb, "*Desa mawa cara, Negara mawa tata*" is still followed by most Javanese today, or at least until this article was written. This proverb describes the village's identity and its way and laws. "*Desa mawa cara*" is construed as the village's adaptability. This ability results from the village's ingrained values, traditions, and culture (Warren, 2007). One of them shall consist of a local business. Village-Owned Enterprises (BUMDes) have increased rural communities' income, formed new employment opportunities, and demonstrated their economic independence (Dewi, 2014; Pariyanti & Susiani, 2020; Ramadana et al., 2013). As of December 15, 2022, 11,445 BUMDes were affiliated with legal entities. In the meantime, 816 additional legal entities were in the process of registering (Kemendesa, 2022). This number continues to rise, as only 7,902 BUMDes registered as legal entities on July 1, 2022 (Kemenkopmk.go.id, 2022). Demonstrate their economic autonomy in a few different ways: First, BUMDes institutions refer to mutual benefit and profit maximization goals. Second, BUMDes is supported by community social capital, which prioritizes the collective rationality of village communities. Third, BUMDes' non-government organizational structure is not always reliable or effective in meeting community members' needs. Fourth, villagers assigned as BUMDes officials and employees are selected based on non-material motivation and orientation, such as social and political respect and appreciation, rather than economic considerations (Hardijono et al., 2014).

Until now, studies on the role of BUMDes in the economic independence of rural communities and their relationship to Sustainable Development Goals (SDGs) have focused on three primary concerns. *First* is an institutional review of Village-Owned Enterprises and village cooperatives vulnerable to overlapping social welfare roles (Murwadji & Rahardjo, 2017). Murwadji and Rahardjo (2017) found that a linkage program between Commercial Banks and Cooperatives, initiated by the Ministry of Cooperatives and Small and Medium Enterprises, was more effective than forming a new legal entity in relieving the capital constraints faced by cooperatives. *Second*, examine the Village Owned Usama Agency's institutional phenomenon (Hardijono et al., 2014). The findings of this study indicate that independent management of village businesses has emphasized rural community autonomy and reduced reliance on the urban. Third, strategies for enhancing community participation (Kefi et al., 2022). The research findings of Kefi et al., 2022 indicate that village community participation in village businesses increases the transparency and accountability of village government. Based on these three trends, it would appear that the institutional approach is a major element in village development. Raising awareness (conscientization), organizing (organizing), and delivering human resources (resource delivery) are crucial components of village business development.

This paper aims to supplement previous research that excludes SDGs Desa as significant variable contributors to village economic independence. In line with that, the purpose of this paper is to describe the socioeconomic changes that have occurred in the community as a result of the existence of village-owned enterprises that are managed independently by the village, as well as to analyze the social strengthening of the village

government in preparing tourist villages in its administrative area. Recognizing the response to this question will allow us to learn more about the various mechanisms by which Village-Owned Enterprises bring about social and economic transformation in rural areas. This knowledge can aid policymakers and relevant stakeholders in implementing fixed target budgets and distributing capital assistance to independent business actors at the village level, as well as aid the community in preparing for economic independence by utilizing the resources available in their respective regions.

Increasing economic equality in a society speeds up cause the expansion of social protection programs(Kannan, 1995). Thus, the researcher insists that strengthening human resources in the village has an impact on increasing the village community's social solidarity. *BUMDes* or Village-Owned Enterprises as a forum for increasing the income of rural communities are one of the locomotives that promote the alleviation of rural poverty through the creation of new jobs; *SDGs Desa* comes as an offshoot of Presidential Regulation (Perpres) Number 59 of 2017 on Indonesia's national sustainable development goals have been implemented as part of this self-sufficiency project, effectively pushing towards the achievement of both the global agenda (the *SDGs*) and Indonesia's national agenda.

2. Literature Review

BUMDes as a Concept

Village-Owned Enterprises or *BUMDes* follow the rules of Indonesian governance, which are written down in Village Regulations, *BUMDes* Statutes, and Bylaws(Hardijono et al., 2014). Throughout Article 1, Paragraph 6 of Law No. 6 of 2014 states that *BUMDes* is defined as a "business entity whose capital is mostly or wholly owned by the village through direct participation originating from separated village assets to manage assets, services, and other businesses for the greatest possible welfare of the village community" (Sidik, 2020). Moreover, a village is a legal community unit with territorial boundaries that are authorized to regulate and manage government affairs, the interests of the local community are based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia (Adlani, 2017) as explained in Indonesian Law Number 6 of 2014.

BUMDes or Village-owned enterprises form and establish village government. Along with the local community, they are in charge of managing the ownership and capital. The formation of village-owned enterprises is governed by Chapter II of Regulation of the Minister of Home Affairs (Permendagri) No. 39 of 2010 regarding the formation of village-owned enterprises. This organization was established by the district/city government in order to establish regional regulations regarding the establishment and management of *BUMdes*. In addition, the village administration forms *Bumdes* with village regulations that are influenced by regional regulations; *BUMDes* is an initiative to strengthen the village economy based on the needs and potential of the rural area. *BUMDes* accommodates community economic activities through Legal, institutional form that is managed professionally and relies on the original potential of the village. Consequently, local businesses become more effective and productive(Adlani, 2017).

Community Strengthening in the Economic and Tourism

The village's tourist industry market can increase the income of small and medium-sized enterprises. Along with adequate village food supplies, combined with increased market demand, support residents' economic needs(Abe et al., 2022; Alkayyis et al., 2021; Mariyono et al., 2010; Rinardi et al., 2019; L. Rusinamhodzi, 2020; Suwandaru & Alghamdi, 2021). Actors in the tourism industry can be broadly classified according to one of three primary pillars: the community, subjects from the private sector, and the government. Cultural and other intangible assets used in the tourism industry are the property of the communities that use them, whether they operate as tourist villages or village tourism. Leaders in the community, scholars, NGOs, and the press are all good examples of these types of resources. The next pillar is the private sector, which consists of tourism industry associations and businesses that are directly or indirectly involved with tourism. Meanwhile, the government is poised to take on administrative responsibilities, beginning with the central government and progressing to the provincial, district, and village levels(Pitana & Gayatri, 2005; Salman et al., 2021).

The tourism industry incorporates traditional economic sectors. Tourism as an economic sector concept necessitates social, cultural, and environmental contributions(Lickorish & Jenkins, 2007). Strengthening the community in the tourism and economic sectors includes enhancing the community's knowledge capacity and access to the right to actively participate in community planning, implementation, evaluation, and knowledge capacity development(Russo, 2003; Sutton-Grier et al., 2015). Tourism can also alleviate poverty through income and income redistribution, knowledge transfer, technological advancement, and cooperation between parties(Chok et al., 2007; Dagdeviren et al., 2002; Salman et al., 2021).

SDGs Desa Concept

Combining poverty reduction with economic growth is challenging for developing countries(Kwon & Yi, 2009). The Sustainable Development Goals appear to continue the Millennium Development Goals(Caballero, 2019). The SDGs framework is valid for 30 years, beginning in 2015 and ending in 2030. The concept of Sustainable Development Goals tends to be technocratic and bureaucratic; however, the SDGs are more inclusive and involve civil society organizations. The items of the SDGs continue the MDGs' problem-solving initiative (Bhayu Pratama et al., 2020). Since 15 years ago, the Sustainable Development Goals have served as a global framework. 2015 marked the beginning of the SDGs' implementation, which lasted until 2030. The direct participation of civil society organizations demonstrates that the SDGs demonstrate the joint realization of changes at the national and regional levels (Wahyuningsih, 2017).

The Sustainable Development Goals (SDGs) are a national development agenda that takes a collaborative, people-centred approach, values traditional knowledge, and adheres to the principle of "leave no one behind". Village Sustainable Development Goals promote 1) Villages Without Poverty, 2) Villages Without Hunger, 3) Healthy and Prosperous Villages, 4) Quality Village Education, and 5) Participation of Village Women. 6) Villages with Adequate Water and Sanitation; 7) Villages with Clean and Renewable Energy; 8) Equal Community Economic Development, 9) Infrastructure and Innovation Adapted to Village Needs, 11)

Residential Areas with Safe and Comfortable Villages, 12) Consumption and Production of Environmentally Aware Villages, 13) Climate Change Response, 15) Villages Caring for the Marine Environment, 16) Villages Caring for the Land Environment, 17) Peaceful Villages with Justice, Partnership for Village Development, 18) Dynamic Village Institutions and Adaptive Village Culture. This entire project is governed by Presidential Regulation 59 of 2017 regarding national sustainable development objectives (Iskandar, 2020). Utilizing existing natural resources for the welfare of villagers so that local wealth is truly transferred to the needs of the basic rights of local communities now comes as a challenge for villages to implement the SDGs Desa (Leavesley et al., 2022; Sjaf et al., 2021).

3. Method

This study focuses on reviving the economic strengthening of the residents of Pujon Kidul. The Locus of this study is located in Pujon District, Malang Regency. This community is located between 7°21' and 7°31' south latitude and 110°10' and 111°40' east longitude. Pujon Kidul Village is a highland region with hillsides and an elevation of 1200 meters above sea level. This town covers a total area of 323,159 ha, which includes:

Table 1. Utilization of the Pujon Kidul Village Area, Malang Province, Indonesia

Utility	Wide (Ha)
Housing	24,9
School Building	0,4
Sport Facilities	0,5
Agricultural area	87
Plantation area	240
Production area	578
Cemetery	0,5

Pujon Kidul Village is well-known as a tourist village that embraces the idea of agrotourism by providing visitors with the agricultural, plantation, and dairy farming goods. The tourist village is a rural community that has its own unique appeal due to its tourist attractions. Cafe Sawah is now a staple of the bustling tourist hub of Pujon Kidul and serves as a business model around the country (Ira et al., 2020; Pambudi et al., 2021; Sari & Nabella, 2021).

This study employs a qualitative methodology. Observations were conducted with a collaborative approach. Researchers are highly involved in their fields and in their communities. The selection of informants was based on their direct involvement in managing village-owned businesses and units affiliated with village institutions. The majority of Pujon Kidul Village's population, or 29.91%, comprises farmers, totaling 1334 individuals. The village's favorable geographical conditions influenced the people's decision to become a farmer. Most of the land in Pujon Kidul Village is agricultural, proving that farming is the predominant occupation there. (view table 2).

Table 2. Population Distribution across Various Professions

No	Job	Population	Percentage (%)
1.	Unemploy	952	21,27
2.	Informal Worker	25	0,56
3.	Stock Peasant	10	0,22
4.	Estate Peasant	159	3,55
5.	Teacher	20	0,45
6.	Private sector worker	88	1,97
7.	Headman	1	0,02
8.	Housewife	729	16,29
9.	Merchant	57	1,27
10.	Civil Servant	6	0,13
11.	Student	629	14,06
12.	Domestic Worker	3	0,08
13.	Pensionary	2	0,04
14.	Villages Head Office worker	8	0,18
15.	Nurse	3	0,07
16.	Plantation owner	1.334	29,81
17.	Farmer	57	1,27
18.	Army	1	0,02
19.	Entrepreneur	345	7,71
20.	Et Cetera	46	1.03
Total		4.475	100

The researcher began this research by collecting literature to determine the vacancies of the SDGs Desa issues, the economic independence of the village community, and the management of Village-Owned Enterprises, and then continued with field observations. Using a snowball, the researchers mapped the process during field observations. The researchers first met with policymakers, then moved on to actors actively involved in technical development and the individuals involved. Using the snowball technique, the researcher solicited recommendations from key informants, who then suggested other informants deemed to play a significant role. This method is employed so that the obtained data correspond to the exhaustiveness of the general description of the management of village-owned businesses. The researcher then conducted a document study to collect data. Using document studies, researchers refer to pertinent written data. Researchers use journals and related books to sharpen their socioeconomic strengthening of society analyses. This paper analyzes the data through the steps of sorting specific data and then drawing general conclusions. Micro and Macro levels of analysis were employed by the researchers. At the micro level, researcher describes the specific participants and examines socioeconomic changes at the macro level.

4. Result

This research provides at least three shreds of evidence of field data in the field: tourism village proved to strengthen the community's economy; BUMDes's success in providing additional jobs for the community; and the role of the Sustainable Development Goals as a global agenda in creating a business model to implementing national goals via tourism villages.

Tourism Village as Enhancing Residents' Economic Foundation

Tourism in Rural areas has generated community business initiatives, altering the perception of agricultural-based revenue streams, community-based initiatives in business creation. The high number of visitors to the Sawah cafe as a tourist attraction in the village has spawned community business initiatives. As described by one of the respondents in the vicinity of the location, this condition exists. "There is no awareness-raising role; we took the initiative to open a business because a Café Sawah already exists and has become a tourist destination."

According to field data, Cafe Sawah visitors averaged 500 daily, with 3,000 visitors on holidays. The number is sizable compared with other destinations which managed by the Villages government. The Covid-19 pandemic has precipitated a precipitous decline in tourism. Restrictions imposed on public transportation in general, as well as limitations placed on the hours of operation of tourist destinations like Cafe Sawah. The high number of visitors necessitates village government intervention, particularly in BUMDes, as an extension of managing village potential to empower communities to improve their welfare.

According to the chief director of BUMDes Sumber Sejahtera, Pujon Kidul Village, community initiatives for new business opportunities were welcomed by the village government, which also encouraged the use of opportunities through the popularity of the Pujon Kidul tourism village, Malang Regency. "From BUMDes, we only ask and urge the community to actively participate in the development of BUMdes by utilizing it as a forum for economic development. Using BUMDes to generate family income implies that the community is actively engaged in preserving and exploring the potential around them."

In order to support the financial condition of locals, the village serves as a mediator and coordinator of the economic and social resources in the village. Aside from the agricultural sector, the village's natural beauty and exotic panoramas are expected to generate business imagination as another source of income. It was stated by the research respondent, the head of the reception area for the Paddy Cafe in Pujon Kidul Village, that "there was no direct organization by the Sawah Café, was an independent initiative of exploring the village's potential in the economic and business domains." The village government encourages communities to focus on potential villages in their neighborhood to explore more sources of income in addition to the existing sources.

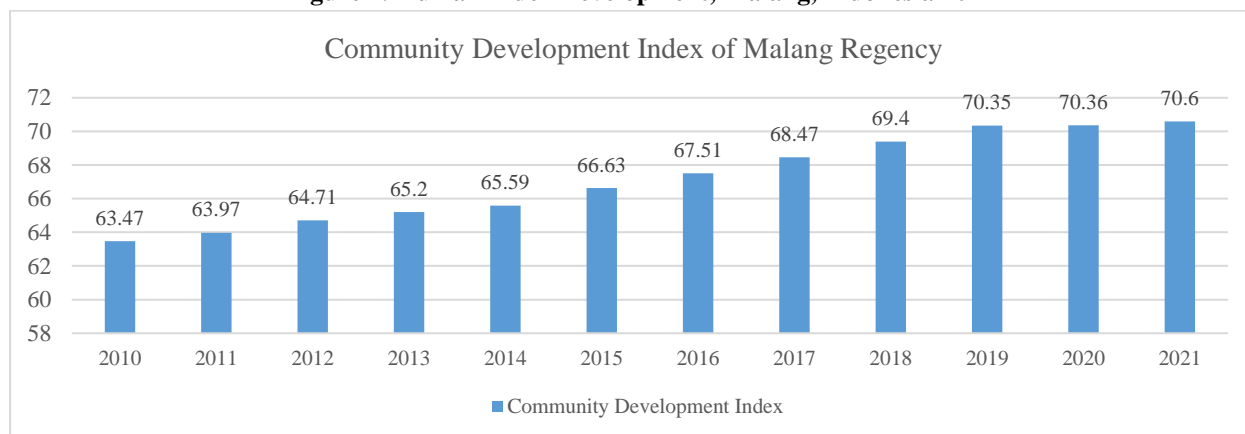
Through village tourism, BUMDes Sumber Sejahtera Pujon Kidul village has enhanced the village's initial income (PAD Desa). Village's initial income had only 35 million users in 2011. BUMDes deposited IDR 300 million in village's initial income in 2017. Village's initial income from BUMDes totalled 800 million IDR in 2018. IDR made village's initial income of IDR 1,419,170,000 in 2019. The absence of an increase in village's initial income in 2019-2020 was brought on by a pandemic that struck the commercial sector in the tourist resort of Pujon Kidul, although BUMDes can still contribute Rp. 1.4 billion in village's initial income in 2020(Widianto, 2021). This income is at least reached IDR 1,500,000,000 as the Villages' annual budget(Desa Pujon Kidul Kabupaten Malang, 2021).

Furthermore, in order to imply of strengthening the residents' economic foundation, tourism villages open up new avenues for village communities in terms of business models on a local scale. The village autonomy initiative appears to be a consequence of their success in managing the potential of natural resources. The increase in the village's initial income, which continues to rise, demonstrates the village's independence in terms of income and management.

BUMDes Promotes Job Opportunities For Locals

BUMDes employ local citizens. Regionally, the total labor force in August 2021 was 2,088.92 thousand people, an increase of 16.12 thousand compared to August 2020 and 33.37 thousand compared to August 2019. Nevertheless, the Labor Force Participation Rate in August 2021 was 3.13 percentage points lower than in 2020 (BPS, 2021) By employing locals in village-owned businesses, Pujon Kidul has contributed to an increase in the local labour force(Badan Pusat Statistik Kabupaten Malang, 2021a).

Figure 1. Human Index Development, Malang, Indonesia 2021



The process to involve local ris carried out through the stages of community skills training to improve the residents' ability to learn and adapt to social media in terms of developing promotions and expanding the market due to increasing the knowledge capacity of locals involved. According to the main director of BUMDes Sumber Sejahtera Pujon Kidul Village, "There have been no special efforts; instead, we have focused on developing human resources by involving HR personnel who manage tours or Cafe Sawah in training, as well as improving marketing management by increasing promotions through social media and socialization in traditional institutions. However, we are currently more focused on social media. Local human resources also fall short of the criteria, so a second strategy involves collaborating with resources outside the village. Another effort is to maintain the visitors' comfort and provide a beautiful natural atmosphere with ricefields as a view."

Involving stakeholders outside the village is intended to share knowledge and experience in BUMDes development. It is assumed that this cross-knowledge process will assist local capacity to achieve BUMDes goals.

The Head of Pujon Kidul Village, Udi Hartoko stated that "one of the purposes of establishing a BUMDes to improve the welfare of the community and local human resources or residents of Pujon Kidul Village to be able to work. Consequently, most managers on this Cafe Sawah tour are Pujon Kidul. Additionally, residents who have not assimilated with the jobs can sell their goods by opening a store or stall in the Cafe Sawah district."

BUMDes's long-term objectives include enhancing the community's welfare and human resources. This requires cross-domain expertise and experience. The principal director of BUMDes Sumber Sejahtera Pujon Kidul Village emphasized, "We are committed to hiring only community members for this Sawah cafe village tour." Although we sometimes bring in

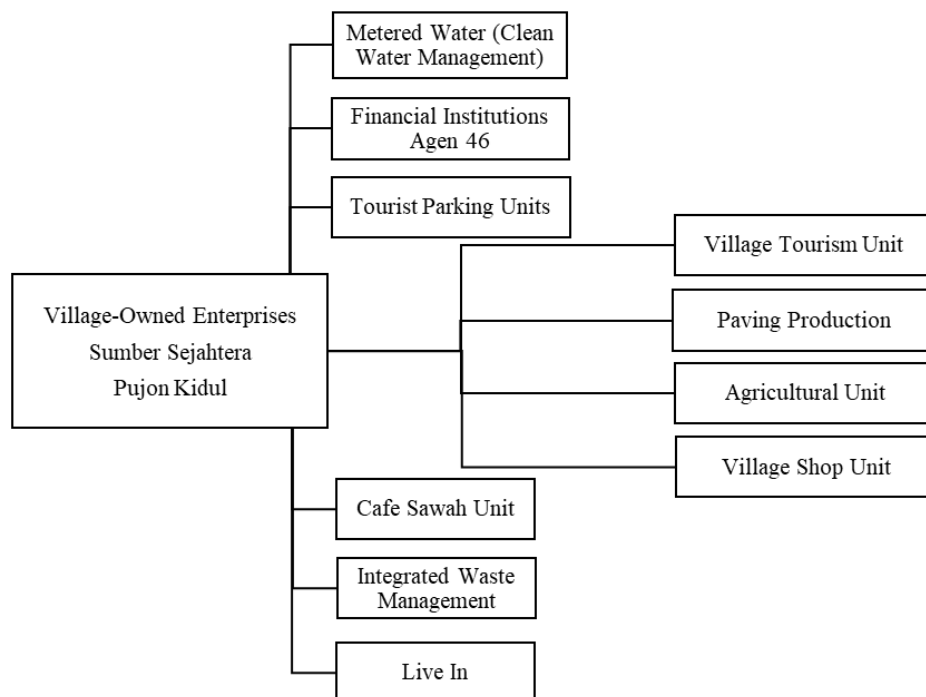
outside assistance due to a shortage of local human resources, The Pujon Kidul community manages everything related to Cafe Sawah, including parking."

Making a local turn in to actors is supported by expanding and adding existing business units in the village. By adding business units, they directly hired more people from the village and ensured that the new people had a place to work. The Head of Pujon Kidul Village provided the following explanation: "BUMDes Pujon Kidul was formed in 2015 and currently has 8 business units, while BUMDes as a whole is currently operating 10 business units, one of which is increasing in size and that is Cafe Sawah tourism." However, all the units under BUMdes work well and are still around today." The village has set aside IDR 170,322,070 to aid the locals in improving their skills. The realization in 2021 is IDR 148,247,070, IDR 22,075,000 more than the current realization(Desa Pujon Kidul Kabupaten Malang, 2021).

Implementing the SDG’s Desa

BUMDes is an articulation of village autonomy. Through BUMDes, villages are assisted in developing sustainable on a small scale. Sustainable development (SDGs) that focuses on villages and Rural areas is explained in the eighth point, which is about jobs and economic growth in villages. To promote the village's readiness for economic development, economic institutions need establishing. At least six economic institutions support the village, including Village Community Empowerment Institutions or Lembaga Pemberdayaan Masyarakat Desa (LPMD), Livestock Groups, Association of Farmers Groups or Kelompok Ternak, Gabungan Kelompok Tani (GAPOKTAN), Family Welfare Empowerment or Pemberdayaan Kesejahteraan Keluarga (PKK), Tourism Awareness Group or Kelompok Sadar Wisata (POKDARWIS), and Badan Usaha Milik Desa (BUMDes) Sumber Sejahtera.

Table 3. Pujon Kidul Village Owned Enterprises



According to the findings of secondary data researchers, Sumber Sejahtera BUMDes Pujon Kidul village can increase village economic income through the concept of village tourism. With only 35 million village's initial income in 2011, the market was relatively untapped. BUMDes contributed IDR 300 million to the village's original income in 2017. In 2018, BUMDes provided village's initial income with a contribution of IDR 800 million. In 2019, IDR contributed IDR 1,419,170,000 in village's initial income. Until the end of 2020, BUMDes get the opportunity to bring in Rp. 1.4 billion of village's initial income revenue in 2020(Widianto, 2021).

In general, poverty has increased in Malang Regency. Total 246,600 individuals in 2019, 265,560 in 2020, and 276,580 in 2021(Badan Pusat Statistik Kabupaten Malang, 2021b). The village's efforts to achieve economic determination have contributed to achieving the SDGs' Desa tenth goal, concerning the goal "villages without gaps". In 2016, total 387 people in the village of Pujon Kidul were living in poverty; in 2017, that number decreased to 257(Victoria, 2019), in 2018, 85 locals were employed by village tourism. Consequently, unemployment is no longer an issue in this region. The same year, 750 Pujon Kidul residents were absorbed into the village's tourism sectors. The expansion of the tourism industry can also reduce the rate of urbanization. Due to a large number of available jobs, residents do not need to look for work outside of the city(Nasyah, 2022). BUMDes also encourages the realization of the eighteenth point of the SDGs Desa concerning dynamic village institutions and adaptive village culture, which is realized through the development of village economic institutions and village-owned enterprises, which are a reflection of the vision of BUMDes Sumber Sejahtera "Creating a Sumber Sejahtera Village-Owned Enterprise (BUMDes) means creating a more efficient and competitive economic community.

5. Discussion

The tourism village strengthens locals' economic foundations since stakeholders and the Pujon Kidul tourism village community collaborate to develop the village. The village government facilitates all access to tourism-related sources of income. Residents respond to the policies of the village government by supporting tourism development. The concept of Village-Owned Enterprises emphasizes the village's ownership of all capital, which is a form of village autonomy. Capital derived from village wealth is segregated for asset and service management(Sidik, 2020). Thus, the tourism village renders Pujon Kidul village economically independent based on the concept of village independence and clear legal standing, based on Law No. 6 of 2014 pertaining to villages(Sidik, 2020).

Every year, the village's Initial Income (PAD) rises, proving that the tourism industry is an opportunity to strengthen the local economy. Community initiatives to utilize village potential have resulted from a heightened awareness of the village's natural and economic resources(Russo, 2003; Sutton-Grier et al., 2015). Community initiatives to develop the business sector have increased the number of diverse types of community work, which were previously primarily focused on the agricultural sector. The village is confronted with its requirements and potential. BUMDes supports and facilitates economic activities(Adlani, 2017).

BUMDes can create quasi business units outside of the Sawah cafe, increasing job opportunities for locals. As Example. Several programs such as; integrated waste processing site, build Financial Agen, Tourist Parking Unit, Village Tourism Unit, live-in, Pavement Production, Agricultural Land, and village shop all require local labor. Meanwhile, the paradigm of village leaders and village business institutions tends to employ and improve the community welfare through the employment of locals. The Pujon Kidul tourist village embodies the role of a supporting pillar. The community of Pujon Kidul consists of community leaders, intellectuals, nongovernmental organizations, and the media. Associations and businesses within the tourism industry are invited to private events. The government is positioned to play a role in administrative matters(Pitana & Gayatri, 2005).

Thereby, village tourism influences the emergence of initiatives and alters the paradigm of an agrarian society predicated on the agricultural sector. Consequently, creating new employment opportunities in industries other than agriculture is necessary. Tourism in Pujon Kidul increases the income of small and medium-sized businesses. At the level of an agrarian society, a sufficient supply of village food alters the nature of rural communities' work following the establishment of a village tourism business (Abe et al., 2022; Alkayyis et al., 2021; Mariyono et al., 2010; Rinardi et al., 2019; L. Rusinamhodzi, 2020; Suwandar & Alghamdi, 2021). The Pujon Kidul tourism village combines contemporary economic and cultural strengths. According to Lickorish & Jenkins (2007) tourism as an economic sector requires social, cultural, and environmental contributions.

BUMDes endorse SDGs Desa because the village can translate the goals into practice. Since The concept of the SDGs is a global concept. However, the challenge for Pujon Kidul village in attaining SDGs Desa is the extent to which existing natural resources can be utilized for the welfare of villagers, so that local wealth is transferred to the basic rights requirements of the Pujon Kidul village community (Leavesley et al., 2022; Sjaf et al., 2021). Village tourism, on the other hand, is a local idea. SDSs Desa is a link between the global concept and the local level, which is the village in the context of Indonesia. Of the 18 SDG Village goals, at least the goals of employment and economic growth in villages, villages without gaps, villages with dynamic institutions, and villages with cultures that can change and adapt. Synergizing global and local concepts is a breakthrough involving many parties and stakeholders, so it is not only the village government's responsibility but also the village ministry's (Iskandar, 2020).

6. Conclusion

Rural communities can be sovereign if their fund and business management are independently managed. Fighting poverty and unemployment in rural areas can be aided by the government providing access to capital for villages, allowing villages to find potential natural resources and socio-cultural resources that can be converted into village original income. The translation of SDGs Desa by Pujon Kidul villagers has inspired many other villages to explore local potential. Thus the, this research contributes to the government's supervision of massive village programs for academics and scholars to emphasize village development and determination, in addition to the Pujon Kidul village community for its role in the development of a tourist village. Finally, the researchers acknowledged that this paper has several

limitations. First, the limitations of the researcher's methodology have not been evaluated regarding the quality of community welfare. Second, the limitations of the study area, which focuses exclusively on the tourist village of Pujon Kidul. In line with this, more research is required to accommodate the discovery of socioeconomic potential in the village to achieve village independence.

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