

# THE ROLE OF VILLAGE OWNED ENTERPRISES (BUMDesa) IN THE DEVELOPMENT OF HALAL TOURISM IN MADURA

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**Abstract:** This research aims to identify obstacles and proceed with analyzing problem solving that may be carried out by BUMDesa institutions as an alternative to developing halal tourism in Madura. The existence of BUMDesa is expected to be able to provide services to the needs of the community and improve the management of existing village assets. It is a necessity if the BUMDesa institution which is formed mainly based on tourism villages is able to contribute to the economic income of the village and besides that it is able to encourage the development of halal tourism in locations according to the theme that is the target of this research contribution. This study uses descriptive quantitative analysis through an interpretive approach and with key informants from various relevant representative elements to answer the objectives of this research. BUMDesa are mainly business units that manage tourist villages in order to support the development of halal tourism as one of the pillars of local economic empowerment, a comprehensive plan is needed to explore the potential of the village to become a tourist village, and then support for rules/regulations related to BUMDesa that can be accepted by grassroots communities, transparency, development of capacity building for BUMDesa management, support for capital strengthening and assistance for BUMDesa efficient and sustainable, as well as increasing the active participation of the community in various BUMDesa programs or activities in stimulating the local economy in the region, especially in Madura.

**Keywords:** Business Unit, BUMDesa, Halal Tourism

## 1. Introduction

Learning from past experiences, a new approach that is expected to be able to create and drive the economy in rural areas is through the establishment of economic institutions that are fully managed by rural communities. In the midst of a more competitive global competition, many economic actors take part in the process of village growth and development. One of the programs that is being intensively developed is the establishment of Village Owned Enterprises (BUMDesa) as a driving force for the village economy. The development of a village can be improved by developing the economic potential of the village as well as being a forum for the community to develop themselves and their environment. BUMDesa is a part of channeling community ideas, developing all village potentials, and maximizing human resources in the village.

The success of establishing BUMDesa in its implementation is strongly influenced by three main pillars/components, namely:

- 1) The government, through regulations (rule & law), provides capital (funding), and provides assistance (supervision) to BUMDesa.
- 2) Manager, through planning, management and monitoring and evaluation.
- 3) The community, through empowerment in BUMDesa and the willingness of the community to participate in capital/funds in efforts to manage BUMDesa.

Therefore, the development of the Village Economic Institution (LED) through the BUMDesa must collaborate with the three main pillars/components above, namely the village government, managers and the community actively as needed (potential for local wisdom) so as to be able to present a climate that can guarantee the achievement of the objectives of the existence of the BUMDesa. itself, namely being able to improve the economy of rural communities, increase Village Original Income (PADes), increase village potential and increase business opportunities for rural communities (Yulistiyono, 2017).

Village-Owned Enterprises become a forum for village governments and their citizens to proportionally implement local economic empowerment programs at the village level. The existence of BUMDesa is expected to be able to stimulate and move the wheels of the village economy. Potential activities to be pursued in meeting the needs of the village with their own abilities by carrying out a village entrepreneurship process (rural entrepreneurship). So that rural people can develop their potential, and one example of BUMDesa that was established with the aim of supporting or strengthening the village economy is the Tirta Mandiri BUMDesa which was established in December 2009 as a strengthening of the Ponggok village economy. As one of the villages in the District Polanharjo Klaten Regency, Ponggok village is considered capable of developing its potential, especially in the tourism sector. The businesses owned by Ponggok Village include nature tourism (Umbul Ponggok), fishing ponds, clean water management, culinary kiosks, and credit. In addition to the Ponggok banner, there is a BUMDesa in the Malang Regency area, precisely in the Pujon Kidul village which manages the Rice Field Café. The two BUMDesa as examples above are row models for managing the BUMDesa business unit based on tourism villages that are successful and have succeeded in contributing to the welfare of the village community and providing a fairly large original village income.

Natural resources in the form of tourist villages on the island of Madura are actually also attractive compared to other areas. There are several tourist areas in the Madura region that have been managed by the private sector as well as by local government agencies. And in some areas, the tourist attractions are managed independently by the village. Tourist village places managed by BUMDesa are relatively new business units and a challenge for the village concerned is how BUMDesa are able to provide hope for rural communities to be independent and economically capable. BUMDesa as a village business institution managed by the community and village government in an effort to strengthen the village economy and were formed based on the needs and potential of the village, the establishment of a tourist village managed by BUMDesa in the Madura region is a great potential that can be optimized.

BUMDesa which have tourism village business units in Madura have started to emerge. The BUMDesa business unit that handles tourist villages is on behalf of the tourism awareness group (pokdarwis) and some are naming it with another name. The potential for tourism by creating new objects in this kind of village can be realized thanks to the synergy between village officials, especially the village head and creative and formal community/youth in the village. Madura, which is an archipelago in East Java Province, is quite rich in natural village potential. Almost in the northern part of the island of Madura, it has the potential to become a beach-based tourism village and agricultural edutourism such as on Labuan beach in Ten District, Bangkalan Regency, Toroan waterfall and Lon Malang beach in Sampang Regency.

Related to the concept of halal tourism which has been developed and promoted by the ministry, as a social activity, halal tourism or better known as sharia tourism is not just to seek material and worldly happiness. With its distinctive character, which must be in accordance with Islamic values, from the beginning it was intended as an effort to admire His creation so that it can strengthen our belief in Him, Sharia tourism has the potential to be a vehicle for religious symbols to other parties. Syiar in the context of harmony in religious life, mutual respect and fostering mutual understanding with one another. Various potential activities and activities of rural communities within the Village Unit Business Entity (BUMDesa), especially the business units that are run, namely tourism villages can synergize with the hope that halal tourism applications can be developed in the study area and in the Madura area as a whole. Considering that the majority of people in Madura are Muslim and their daily culture is still thick with Islamic activities. Based on the various descriptions above, it is important that the purpose of this research is carried out in the Madura region, namely to analyze and describe the tourism village business unit in BUMDesa to support halal tourism in Madura. Considering that the majority of people in Madura are Muslim and their daily culture is still thick with Islamic activities. Based on the various descriptions above, it is important that the purpose of this research is carried out in the Madura region, namely to analyze and describe the tourism village business unit in BUMDesa to support halal tourism in Madura. Considering that the majority of people in Madura are Muslim and their daily culture is still thick with Islamic activities. Based on the various descriptions above, it is important that the purpose of this research is carried out in the Madura region, namely to analyze and describe the tourism village business unit in BUMDesa to support halal tourism in Madura.

## 2. Literature Review

### Village Economic Institutions

Krishnamurti (2002) states that without adequate access to (micro) financial institutions, almost all poor households depend on their own limited financial capacity or on informal financial institutions such as moneylenders, middlemen or moneylenders. This condition limits the ability of the poor to participate in and benefit from development opportunities. The poor who generally live in rural areas and work in the agricultural sector 'should be more empowered so that they can get out of the cycle of poverty. The agricultural sector of course remains a key sector in efforts to reduce poverty and strengthen the rural economy.

One of the village economic strengthening institutions that is formed and owned by the village government, is managed economically, independently and professionally with the total or most of the capital being village assets which are separated and stipulated in village regulations is the Village Owned Enterprise (BUMDesa). This village economic institution, in addition to advancing the village economy, is also to strengthen Village Original Income (PADes), improve the welfare of rural communities, provide services to community needs and improve the management of existing village assets.

Article 87 paragraph (1) of Law Number 6 of 2014 concerning Villages explains that "Villages can establish Village-Owned Enterprises called BUM Desa", while in Article 1 paragraph (6) it is explained that Village-Owned Enterprises, hereinafter referred to as BUMDesa, is a Business Entity whose capital is wholly or largely owned by the Village through direct participation originating from separated Village assets in order to manage assets, services, and other businesses for the maximum welfare of the Village community.

The Village Owned Enterprise (BUMDesa) is one of the village economic institutions managed by the community and village government in an effort to strengthen the village economy and is formed based on the needs and potential of the village. BUMDesa according to Law number 32 of 2004 concerning Regional Government was established, among others, in the context of



increasing Village Original Income (PADesa). Departing from this perspective, if the village's original income can be obtained from the BUMDesa, then this condition will encourage each Village Government to provide "goodwill" in responding to the establishment of the BUMDesa. As one of the economic institutions operating in rural areas, BUMDesa must be different from other economic institutions in general. This is intended so that the existence and performance of BUMDesa can make a significant contribution to improving the welfare of villagers.

### **Perspective on the Design of BUMDesa**

Village-Owned Enterprises are village business institutions that are managed by the community and village government in an effort to strengthen the village economy and are formed based on the needs and potential of the village (Muammar, 2014). The existence of BUM Desa is a form of independence from a village as the implementation of village autonomy. Through BUMDesa, it is hoped that the Village in carrying out development does not fully depend on subsidies from the government. Village-Owned Enterprises can be used as another alternative that provides additional village finances (Risadi, Aris Ahmad, 2012). This Village-Owned Enterprise is also useful for managing Village assets and assets so that they can be utilized as much as possible for the welfare of the Village community.

BUMDesa is a pillar of economic activity in the village that functions as a social and commercial institution. BUMDesa as a social institution side with the interests of the community through its contribution in the provision of social services. Meanwhile, as a commercial institution, it aims to seek profit through the supply of local resources (goods and services) to the market. In carrying out its business the principles of efficiency and effectiveness must always be emphasized. BUMDesa as a legal entity, are formed based on the applicable laws and regulations, and in accordance with the agreements established in the village community. Thus, the form of BUMDesa can vary in every village in Indonesia. These various forms are in accordance with the local characteristics, potentials, and resources of each village. Further regulation on BUMDesa is regulated through Regional Regulations (PKDSP, As one of the economic institutions operating in rural areas, BUMDesa must be different from other economic institutions in general. This is intended so that the existence and performance of BUMDesa can make a significant contribution to improving the welfare of villagers. Besides that, so as not to develop a capitalistic business system in the countryside which can result in disruption of the values of social life. There are 7 (seven) main characteristics that distinguish BUMDesa from commercial economic institutions in general, namely (PKDSP, 2007):

- a. This business entity is owned by the village and managed jointly;
- b. Business capital comes from the village (51%) and from the community (49%) through equity participation (shares or share);
- c. Its operations use a business philosophy rooted in local culture;
- d. The line of business being carried out is based on the potential and results of market information;
- e. The profits obtained are intended to improve the welfare of members (capital participants) and the community through village policies;
- f. Facilitated by the government, provincial government, regency government, and village government; and
- g. The implementation of operationalization is controlled jointly (pemdes, bpd, members).

BUMDesa as an economic institution for its business capital is built on the initiative of the community and adheres to the principle of independence. This means that the fulfillment of BUMDesa's business capital must come from the community. Nevertheless, it is possible that BUMDesa can apply for capital loans to outside parties, such as from the village government or other parties, even through third parties.

It is stated in the law that BUMDesa can be established according to the needs and potential of the village. What is meant by "village needs and potentials" are community needs, especially in meeting basic needs; There are village resources that have not been used optimally, especially village wealth and there is demand in the market; available human resources capable of managing business entities as assets driving the community's economy; the existence of business units which are the economic activities of the community members which are partially managed and less accommodated.

BUMDesa is a vehicle for running a business in the village. What is meant by "village business" is a type of business that includes village economic services such as: financial services business, land and water transportation services, village electricity, and other similar businesses; distribution of nine basic village economics; trade of agricultural products includes food crops, plantations, animal husbandry, fisheries, and agribusiness; industry and crafts.

### Understanding Halal Tourism

Halal tourism according to Battour and Islamil (Fitrianto, 2019) is defined as all objects or actions that are allowed according to Islamic teachings to be used by Muslims in the tourism industry. Or simply halal tourism is a tourism concept that does not conflict with the values of Islamic teachings from all aspects of food, drinks, lodging and tourist attractions.

In addition, according to Pavlove (in Lubis, 2018) halal or Islamic tourism is defined as tourism and hospitality made by consumers and producers in accordance with Islamic teachings. Meanwhile, according to Achyar, the notion of sharia tourism or halal tourism is a tourism system that aims to facilitate Muslim tourists whose implementation complies with sharia rules, where the services prioritize halal standards such as the provision of halal food, places of worship, information on the nearest mosque, and the absence of alcoholic beverages in hotels where tourists stay.

According to (Utami, et al. 2019) the criteria for halal tourism are divided into ten categories, as follows.

**Table 1. Criteria for Halal Tourism**

No	Indicator	Parameter
1	Raw material categories (food, beverage and therapeutic materials)	<ul style="list-style-type: none"> <li>✓ Availability of food and beverage options with halal guarantees (free of alcohol, pork and others that are haram according to Islam)</li> <li>✓ The use of therapeutic materials with halal guarantees</li> </ul>
2	Category of destinations and attractions	<ul style="list-style-type: none"> <li>✓ Family-friendly destination</li> <li>✓ Attractions that do not conflict with sharia provisions</li> <li>✓ No night clubs</li> </ul>
3	Category of human resources (tourism and resource actors business)	<ul style="list-style-type: none"> <li>✓ Well-dressed tour guide</li> <li>✓ Separation of tour guides (male staff for male guests, and female staff for female guests and families)</li> <li>✓ Communicative tour guide</li> <li>✓ Absorption of local labor</li> </ul>
4	Accommodation category	<ul style="list-style-type: none"> <li>✓ Availability of worship facilities in each room (qibla direction, worship tools, Al-Quran)</li> <li>✓ Availability of separate facilities for men and women</li> </ul>
5	Category of facilities in tourist attraction	<ul style="list-style-type: none"> <li>✓ Availability of worship facilities (majid/mushola/surau)</li> <li>✓ Availability of proper washing facilities (toilet and ablution area)</li> <li>✓ There is a reminder of the time of worship</li> </ul>
6	Financial category	<ul style="list-style-type: none"> <li>✓ Sharia-based finance (no trade in goods that are considered haram, use of the principle of tithing)</li> </ul>
7	Marketing categories and tourist targets	<ul style="list-style-type: none"> <li>✓ Arrival of Muslim tourists</li> <li>✓ Appropriate promotion and branding</li> </ul>
8	Category safety and comfort	<ul style="list-style-type: none"> <li>✓ Guaranteed security and a conducive atmosphere for traveling and doing business</li> <li>✓ Maintaining sanitation and environmental hygiene</li> </ul>

No	Indicator	Parameter
9	Accessibility category	✓ Availability of transportation at a standard cost ✓ Easy access to information about halal tourism
10	Institutional category	✓ There are institutions that support halal certification

Source: Utami, AN et al. 2019

Indonesia as a Muslim-majority country and Madura as a port of Medina have many advantages to increase the tourism sector in the halal tourism industry. There are several tourism products that can be popularized such as culinary tourism, nature tourism, and cultural tourism, which put forward the principles of halal and Muslim-friendly. Considering the purpose of halal tourism itself is to provide Muslim-friendly tourism by paying attention to products (food, drinks, lodging) that are halal and clean, activities or activities that do not interfere with worship and do not conflict with Islamic values.

However, along with the rise of halal tourism in non-Muslim majority countries, the concept of halal tourism only focuses on halal certification from certain institutions. Different beliefs and cultures make understanding the halal concept not comprehensive, is it only limited to halal food or also pay attention to the process of making the food?

Based on the Indonesia Muslim Travel Index 2019 Report, Muslim travelers have needs based on their beliefs, for example certain areas that must be separated between men and women. Providers of halal tourist attractions need to pay attention to three keys to meet the needs of Muslim travelers;

- a) Need to have halal food and a place of worship.
- b) Good to have a bath and clean water for washing.
- c) Nice to have separate recreation areas (swimming pool and gym) for men and women, and no activities or activities that violate Islamic values.

### 3. Method

This research is a research with a descriptive qualitative approach. Where (Anggito & Setiawan, 2018) explains that researchers are required to describe an object, phenomenon, or social setting in narrative writing. Meanwhile, the paradigm used in this research is interpretive, which views social reality as holistic/whole, environmental, dynamic, meaningful and has an interactive nature.(Sugiyono, 2015). A qualitative case study approach is used to obtain an overview in the field, namely village-owned enterprises in an effort to improve the community's economy by encouraging the management of halal tourism villages in Madura.

### 4. Result and Discussion

BUMDesa from the form of the economic aspect is an institution that can be empowered to become the basis of the local economic strength of the village community. BUMDesa as a local economic institution is an important part of the village development process, but it is recognized that there are still many weak points in order to support the strengthening of the rural economy.

The development of BUMDesa in Madura and in other areas is strongly influenced by the relevant stakeholders, namely the support of the government, managers, and the community. Broadly speaking, the government has provided various forms of assistance for the development of BUMDesa, but there needs to be a role for higher education institutions and other independent institutions with an interest in advancing BUMDesa institutions, especially BUMDesa which have tourism village business units. The existence of BUMDesa as a local economic institution and moving from tourism village management is expected to be able to

become a people's economic movement institution and is also expected to be able to encourage the development of halal tourism.

According to respondents who were key informants in this study, in general, the obstacles / barriers experienced related to strengthening BUMDesa which manage tourism villages, especially in encouraging and developing halal tourism in Madura so far are as follows:

1. The village potential mapping plan to become a BUMDesa business unit has not been optimal, the BUMDesa business unit socialization and promotion program has not been effective, the form of administration and financial reports is still simple, and the use of information technology in BUMDesa planning is still not optimal.
2. Constraints that are often encountered include the quality of service for BUMDesa users is not optimal, cooperation with the private sector (non-BUMDesa) through the partnership principle has not gone well, and cooperation with other BUMDesa in increasing business capacity has not gone well.
3. Weak understanding of village officials regarding regulations related to BUMDesa and socialization of government agencies regarding regulations related to BUMDesa is also not optimal. In addition, the uncertainty of the regulation of the form of a BUMDesa legal entity is also an obstacle.
4. The pattern of BUMDesa assistance by the Regency Government is also felt to have not gone well. Likewise, the BUMDesa assistance model has not provided an optimal contribution to strengthening it.
5. Lack of community participation in business activities with BUMDesa, the implementation of training and education for BUMDesa / BUMDesa users is felt to be less intensive, there is still a lack of efforts to increase knowledge and business skills for managers and communities using BUMDesa, and there is still a lack of community participation in various sustainable village economic empowerment programs through BUMDesa. .
6. Capital from the Village Government so far has been relatively inadequate, there is still a lack of willingness from the banking sector in providing capital assistance, there is still a lack of community willingness to help with BUMDesa capital, capital from government assistance (provincial, district) is still felt to be inadequate.

Based on the constraints or obstacles raised by the respondents, there are several alternative problem solving offered to be realized. Some of these alternatives are described as follows. The village economic institution, BUMDesa is an important part in empowering the local economy which is expected to be able to support the strengthening of the rural economy. Therefore, a systematic effort is needed to encourage these village economic institutions to be able to manage strategic economic assets in the village as well as to develop economic networks in order to increase the competitiveness of the rural economy.

An assessment of the strategic priorities of BUMDesa from the planning aspect shows that mapping the potential of villages to become BUMDesa business units to support halal tourism businesses is a strategic priority. The tourism village business unit formed by BUMDesa is more lasting (sustainable) if it is based on the needs of the community and the potential of the village. Thus, business planning according to the needs of the community and mapping the potential of the village become the main priority in efforts to strengthen BUMDesa in supporting halal tourism in the future.

To build a BUMDesa that is competitive and sensitive to environmental conditions, managers who have an independent spirit are needed in realizing innovative ideas in creative ways to increase income and achieve success. Successful BUMDesa managers are not only able to talk and make plans, but with their independence are able to realize the ideas and plans that are in their minds into success-oriented actions. With their independence, BUMDesa managers dare



to develop new businesses and ideas, create added value by combining resources and new ways to compete.

Empowerment approach as an effort to actualize the potential that is already owned by the community. In this context, empowerment implicitly contains an element of "participation" which should be raised from within the community itself. Efforts to increase community participation in sustainable village economic empowerment programs through BUMDesa are expected to be able to: create a climate or atmosphere that allows community potential to develop optimally; strengthen the position or competitiveness of the community by implementing concrete steps, accommodating various inputs, providing adequate facilities and infrastructure; and protect and defend the interests of society.

The process of developing a tourist village is closely related to sustainable tourism development which is one of the new role models in community and environmental-based tourism development. Moreover, the pattern of halal tourism development is certainly a challenge for policy makers and stakeholders in the research object area.

The development of tourist villages produces a very large impact on economic opportunities, especially employment, trade transactions for local products will also increase which in turn will have implications for improving the economy of the local community. In the process of developing a tourist village, there are several activities that must be considered so that it can be accepted and supported by the community, which include:

- 1) Does not conflict with the cultural customs of the local community.
- 2) Physical development proposed to improve the quality of the village environment.
- 3) Pay attention to the elements of authenticity and locality.
- 4) Empowering rural communities.
- 5) Paying attention to the carrying capacity and capacity of environmental insight

Specifically, the development of a tourist village can be interpreted as a process that emphasizes ways to develop or advance a tourist village. The development of a tourist village must pay attention to the ability and level of acceptance of the local community who are the object of developing a tourist village. This is intended to determine the character and abilities of the people who are mobilized in the process of developing into a tourist village. The development of a tourist village is successful if all the potential resources, both human and natural, can be synergized properly or optimally. Of course, the development of tourist villages must get support from the village government and local communities..

## 5. Conclusions

The results of the field survey and the discussions that have been carried out related to this research can be concluded as follows:

1. BUMDesa which have tourism village business units in several research locations have been able to put forward various activities that are expected according to the basic purpose of the establishment of BUMDesa itself, namely to provide social and economic impacts for the surrounding community.
2. The results of descriptive qualitative analysis show that the assessment of the priority aspects of planning is the main priority of BUMDesa in the development of halal tourism, then the next aspect, namely management, is no less important to prioritize the performance and transparency of the intended halal tourism development activities. In addition, the aspect of community empowerment is also an inseparable part of the BUMDesa business priority in involving the active participation of local village communities in the development of halal tourism in Madura.
3. To lead to the development of a tourist village which is a business unit for BUMDesa in Madura, it is necessary to have a synergy between the three main actors of tourism, namely:



the government, the private sector, and the community. Each actor has a different role and function in accordance with what has been regulated in the Indonesian tourism law no. 10 of 2009. In relation to the context of halal tourism or sharia tourism in Madura, of course, the jargon or slogan of halal tourism needs to be continuously disseminated so that literacy in understanding the importance of sharia tourism-based tourist sites can be applied in all forms of tourism activities in Madura. This is of course the active participation of stakeholders, especially local tourism actors in the village.

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