

Community Empowerment Strategy Based on Social Entrepreneurship Values Through Village-Owned Enterprise in Indonesia: The Contribution for Social Studies Education

by

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<p>Article History Submitted: Revised: Accepted:</p> <p>Keywords: Community empowerment strategy, entrepreneurship, village-owned enterprise (BUMDes), social studies education</p>	<p>Abstract BUMDes or Village-Owned Enterprise (VOE) as the spearhead of the Indonesian Government's extension in solving poverty problem in rural areas is considered to be still not performing optimally because many problems for which solutions have not yet been found. A strategy is needed to cover various aspects and involve various stakeholders to achieve VOE goals. This research examines various community empowerment strategies through VOE based on social entrepreneurship values. This is qualitative descriptive research. The data used is primary data from the in-depth interviews with informants by defining informants using the snowball sampling method, observation, and documentation. Secondary data was obtained from research articles published in journals indexed by Dimension, Sinta, and Google Scholar, as well as news from the official websites of credible institutions. The data analysis for this research is 6 VOE in the Special Region of Yogyakarta and Central Java, Indonesia. The research results show there are 5 strategies for community empowerment based on social entrepreneurship values through VOE, namely 1) economic empowerment; 2) environment-based empowerment; 3) arts and culture-based empowerment; 4) local wisdom-based empowerment; 5) community-based empowerment; and 6) village asset management-based empowerment. The results can be adapted and adopted by other VOE as an effort to solve the problems that occur, available resources, and the characteristics of the local community. These findings contribute to social studies education by achieving the goals of forming good citizens who have social responsibility, strengthening behavior based on social values, and developing basic skills, namely using social studies tools to analyze social problems and find solutions.</p>
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Introduction

Rural communities often face various limitations that significantly affect their quality of life. One of the main limitations is that from an economic perspective, many rural communities

depend on the agricultural sector as their main source of livelihood (Rares et al., 2023; Ridlwan, 2015). However, limited agricultural technology, access to capital, and knowledge of modern agricultural practices mean their agricultural results are not optimal. Low selling prices for agricultural products are also a challenge in themselves, often making their income insufficient to meet basic needs (Hardiyanti, 2021). These limitations create a cycle of poverty that is difficult to break. Without appropriate intervention from the government or non-government institutions, village communities will continue to be trapped in dire conditions.

Poverty alleviation can only be done through community empowerment efforts. Communities are encouraged to have abilities according to their potential and need to stand tall on their own feet, have competitiveness, and be independent, through various empowerment activities (Dewi et al., 2017; Kinontoa et al., 2022). Holistic and sustainable efforts are needed to overcome these various limitations so that village communities can have equal opportunities to achieve a better life (Nurrahman et al., 2024; Rahayu et al., 2023; Wahyono et al., 2022).

Village-Owned Enterprise (VOE) or as known in Indonesia with the term BUMDes is as an extension of the Government in solving economic problems in village communities is considered not optimal in carrying out its duties and functions as stated in Law Number 11 of 2020 concerning job creation which is then followed up specifically in Government Regulation Number 11 of 2021 concerning Villages-Owned Enterprise (BUMDes) and refined in Law No. 4 of 2024 concerning Villages (Ababil & Yulistiyono, 2022; Anggraeni, 2016; Ramadana, 2013; Wiratna & Wijayanti, 2023).

Indirectly, BUMDes was established to respond to the problems raised by the Sustainable Development Goals (SDGs), especially point 1 which emphasizes the elimination of poverty in all its forms, including extreme poverty, and the provision of social protection for vulnerable groups. Apart from that, BUMDes also aims to realize SDGs point 8 which includes the creation of sustainable economic growth, productive and decent work, and improving community welfare (Hunuth, 2023; Official Website of Sambiroto Village, 2023; Zaelani, 2021).

Village-Owned Enterprises (BUMDes) is a government initiative that aims to empower village communities through optimal management of local potential which focuses on empowerment, in the sense that there are social values carried out by BUMDes, not just looking at the profit element in its efforts to improve community welfare. In this context, the concept of sociopreneur becomes very relevant and has an important role in developing BUMDes (Fauzi et al., 2021; Masterplandes, 2023). The social entrepreneurship values contained in BUMDes are

useful for the world of education, especially in studying the development of entrepreneurship education. All levels of education can adapt the social entrepreneurship values existing in BUMDes to be instilled in students so that students embody the values of social entrepreneurship.

Social entrepreneurs, are individuals or groups who create and manage businesses with the main aim of providing a positive social impact (Hartati et al., 2021). They focus on solving social and environmental problems through an entrepreneurial approach (Darwis et al., 2021). About BUMDes, sociopreneurs can be the main driver in identifying, developing, and managing various businesses that provide direct benefits to village communities (Cakranegara et al., 2020; Lutfi & Verawaty, 2020). Social studies education which has a focus on developing entrepreneurship education is very relevant in instilling the character of social entrepreneurship in students because a social entrepreneur will be sensitive to social problems and act as a solution to provide social impacts as BUMDes do. The success of BUMDes in empowering village communities with various strategies has benefits for the world of education, especially in assessing the achievement of the SDGs, so that social studies education can contribute to maximizing these strategies.

Involving local village communities will build positive socio-political construction in village communities by strengthening deliberation and cooperation processes. In economic and cultural aspects, empowering village communities will increase the role of residents as actors in village activities. This will strengthen the social culture of village residents and improve the welfare of the village community itself (Firman, 2021; Hardiyanti, 2021; Purnamawati & Indriani, 2021).

Previous research regarding the role of BUMDes as a solution to various economic problems in villages based on social entrepreneurial values has been widely carried out, including research by Kumar & Yadav, (2023) on the role of social entrepreneurship in facing social challenges, Amirya, (2023) researching the role of BUMDes in supporting economic independence in villages, Arindhawati & Utami, (2019) researched the Impact of the Existence of Village-Owned Enterprises (BUMDes) on Increasing Community Welfare in Ponggok, Tlogo, Ceper and Manjungan Villages, Klaten Regency, Agunggunanto, et al., (2016) researched development of independent villages through the management of Village-Owned Enterprises (BUMDes) in Jepara Regency, (2016) researched the role of Village-Owned Enterprises (BUMDes) in the welfare of rural communities in Gunungkidul Yogyakarta, Volkmann et al., (2018) researched cross-border social entrepreneurship. countries in the European Union,

Sylfania et al., (2022) researched Yobagi: Social Entrepreneurship-Based MSME Market Platform, Cakranegara et al., (2020) researched a creative economy-based social entrepreneurship model in supporting the tourism sector in Tasikmalaya City, Mawardi & Pratama, (2023) share information about the role of social entrepreneurship as a poverty alleviation innovation in Indonesia, Suyatna & Nurhasanah, (2018) research sociopreneurship as a career trend for young people, Cagarman et al., (2020), research the role of social entrepreneurship in German, and Collavo, (2018) researched forms of empowerment based on social entrepreneurship in the UK. So BUMDes must have a holistic strategy in their efforts to achieve independence (Hardiyanti, 2021; Nurrahman et al., 2024; Puansah et al., 2023; Rahayu et al., 2023; Rares et al., 2023).

However, the holistic forms of community empowerment strategies carried out by BUMDes are still of concern to academics, and also an assessment of the field of social studies education. The world of education can formulate the most effective formula and model of empowerment to achieve the SDGs to help the government build the nation. Based on the explanation above, this research aims to answer the following research question: what are the various community empowerment strategies based on social entrepreneurship values through BUMDes in DIY and Central Java Province in Indonesia?

Method

This research is descriptive research with a qualitative approach. The research was carried out in 6 BUMDes in DIY and Central Java Provinces, Indonesia involving BUMDes Tridadi Makmur, BUMDes Amarta, BUMDes Binangun Jati Unggul, BUMDes Guwosari Maju Sejahtera, BUMDes Tirta Mandiri, and BUMDes Gemblegan. Data collection was carried out using in-depth interviews, observation, and documentation methods. Research informants were determined using the snowball sampling method to dig up in-depth information on six BUMDes. In-depth information comes from key informants who then refer to other relevant informants, namely BUMDes leaders, BUMDes managers, and BUMDes employees. The data collection process is complete when the information reaches a saturation point, that is when all the data obtained is repeated and there is no additional new data. The type of data used is primary data obtained from the data collection process and secondary data obtained from previous research results that are published and indexed internationally and nationally, such as Dimension, Sinta, and Google Scholar, as well as official websites of relevant and credible institutions.

The observation technique used is non-participatory observation where the researcher is only an observer and is not directly involved in BUMDes management activities. Interviews use open, flexible interviews with informants or sources regarding community empowerment strategies through social entrepreneurship values.

In social research, data is essential to help analyze problems. More specifically, in research with a qualitative approach, data collection takes place simultaneously with data analysis. The process is in the form of an interactive cycle so data collection is an integral part of data analysis (Uin & Banjarmasin, 2018). In this research, data analysis was carried out in 4 stages, namely: 1) data collection is an effort to extract data from various sources depending on the type of data. The results of this process are in the form of notes on facts in the field, theoretical notes, and methodological notes. Respondents were determined based on credibility and trustworthiness criteria, namely BUMDes leaders, managers, and employees; 2) data reduction, which is an effort to sort, concentrate, and focus data according to certain themes, types, or categories. This data reduction activity continued continuously throughout the research. The results of data reduction are data that have been grouped based on categories or groups or certain themes in a clearer pattern, which in this case is related to community empowerment strategies based on social entrepreneurship values in BUMDes; 3) data presentation, the form of presenting qualitative data in this research is narrative text in the form of field notes, matrices, graphs, and charts. These forms combine information arranged in a form that is comparative, and simple but clear, making it easier to see what is happening regarding community empowerment strategies based on social entrepreneurship values through BUMDes; 4) drawing conclusions aims to find the meaning of the data collected and look for relationships, similarities, or differences to draw credible conclusions. The conclusion in research using a qualitative approach is in the form of new findings in the form of descriptions of data related to community empowerment strategies based on social entrepreneurship values through BUMDes.

Result and Discussion

The BUMDes profile is shown in table 1 below.

Table 1. Tabulation of BUMDes Profiles

No.	Name	Establishment	Business Unit
1	BUMDes Tridadi I	25th December 2017 in Kalura Tridadi, Kapanewon Sleman, Kabupaten Sleman, DIY Website: https://bumdesatridadimakm	Development of the Puri A and Puri Mataram tourist destination areas

2.	BUMDes Amarta	6th June 2016 in Kalurahan Pandowoharjo, Kapanewon Sleman Kabupaten Sleman Website: http://bumdesamarta.com	Waste management unit, community garden unit, swimming pool business unit, Sleman rice production, and village shops
3.	BUMDes Binangun Unggul	2016 in Kalurahan Jatirejo, Kapanewon Lendah, Kabupaten Kulonprogo, DIY Website : https://bumdesjatiunggul.com	Bukit Cubung restaurants tourism, financial services and agricultural products
4.	BUMDes Guwosari Sejahtera	29th July 2016 in Kalurahan Guwosari, Kapanewon Pajangan, Kabupaten Bantul, DIY Website: https://sid.guwosari.com	Go-Sari business unit, warung Usaha Banjaran, Usaha Sa Usaha Goza, Usaha Migun
5.	BUMdes Tirta Maja	15th December 2009 based on Peraturan Desa No 06 2009 in Pongok, Kecamatan Polanharjo Kabupaten Klaten, Central Java Website: https://www.bumdespongok.com	Tourist destinations, savings loan businesses, clean water management, fisheries/pool culinary kiosks
6.	BUMDes Gemblegan Makmur	2020 in Desa Gemblegan, Kecamatan Kalikotes, Kabupaten Klaten, Central Java Website: https://www.facebook.com/bumdes.gemblegan/?_rdr	Tourism, information and communication technology managing parks and pools and sports, as well as MSM mini markets

The BUMDes profile above can be used as study material for social studies education regarding the areas of the BUMDes movement and their development potential. Social studies education can focus on various forms of business carried out by BUMDes and analyze the running of these businesses. This is relevant for understanding strategies for alleviating poverty and increasing employment as a solution for the country's economic development. Social Sciences education can study this topic multidimensionally from economic, social, geographic, and historical aspects based on the profile of BUMDes found in each region based on the potential and existing resources.

BUMDes, as the driving force of the village economy, adopts the values of social entrepreneurship as a holistic and sustainable community empowerment strategy. There are 5 community empowerment strategies that have been implemented by BUMDes participating in this research as a form of community empowerment based on social entrepreneurial values which can be described as follows:

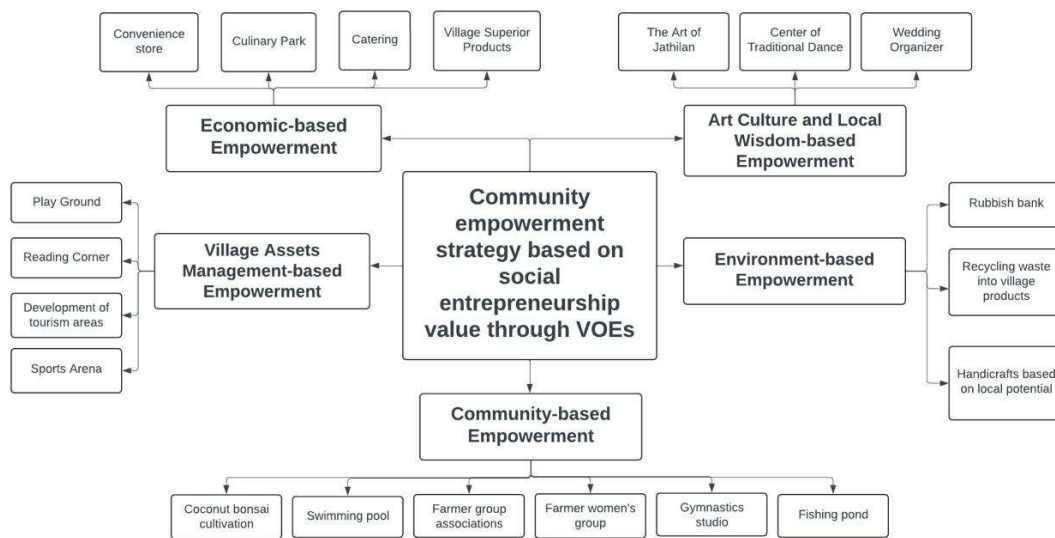


Figure 1. Various BUMDes Empowerment Strategies

a. Economic-based empowerment

Economic-based empowerment involves the development of micro, small, and medium enterprises (MSMEs) that utilize local potentials, such as handicrafts and organic farming, thereby creating jobs and increasing community income. The results of the interview show that, in the economic aspect, BUMDes Tridadi Makmur has economic-based business units, including the Ndelik market and restaurant division which has involved around 15 market traders and which has entrusted food preparations as part of the variety of buffet menus in the restaurant division. In line with this, BUMDes Tirta Mandiri also has a goods and services trading business unit such as a grocery store, public toilets, and the provision of paid parking areas for visiting tourists. Implementation of economic-based community empowerment at BUMDes Tirta Mandiri includes credit/savings and loan business units. Village communities with the majority still having a high school/equivalent education have more freedom to develop their businesses through funding from local sources rather than going directly to the bank, so this has become one of the leading business units of BUMDes Tirta Mandiri to improve the welfare of residents through credit which can be used as capital to manage businesses. productive (Alfirdausi & Riyanto, 2019; Baskoro, 2019).

At BUMdes Amarta, the economic-based community empowerment strategy is implemented through the Sleman rice production unit which is sold in shops and supermarkets, while culinary products processed by local MSMEs are sold in the Pandowoharjo Village culinary park. Catering businesses are also run by MSMEs to supply

consumption needs for groups of tourists who come according to the tour packages they choose.

BUMDes Binangun Jati Unggul focuses on developing community empowerment in Jatirejo village, Kapanewon Lembah, and Kulonprogo Regency in the business sectors of financial services, trade and agricultural production, and tourist restaurants. Collaborating with various universities in DIY to produce superior village products including premium Instant Rice, and various rice bran-based foods, and optimizing culinary products sold in village restaurants through barcode scanning, as well as facilitating various business needs through creating attractive packaging for MSMEs Village superior products. MSMEs processing rice bran receive various facilities to improve their business, BUMDes Binangun Jati Unggul collaborates with Universities to develop various food preparations made from rice bran and organize business management training and digital marketing.

BUMDes Gemblegan Makmur empowers local MSMEs to optimize the business potential of residents through re-branding local superior products, such as welut chips, tempe chips, chicken claw rambak chips, and various processed products, the majority of which come from local livestock cultivation such as eel cultivation, and chicken farm.

Meanwhile, at BUMDes Guwosari Maju, optimizing the superior culinary product *Ingkung Ayam* in the village has been proven to improve community welfare. Economic benefits can be felt in real terms since there is coordination and the establishment of economic-based business units such as renting drying equipment, serving food service needs originating from residents' processed products, and packaging innovations.

b. Environment-based empowerment

Waste Bank Management, waste recycling into various MSME handicraft products, and Land use as a Final Disposal Site (TPA). As is known, the management of BUMDes through its various business units has been detected to generate quite large volumes of waste, therefore the waste management business unit is very important. This is similar to what BUMDes Tirta Mandiri does, apart from using the environment as a water tourism destination area, it also provides land as a place to dispose of waste. Residents sort the incoming waste into several types, such as organic waste, plastic waste, and other types of waste. Plastic waste such as mineral water bottles, and food/drink packaging is sorted and used as basic materials for making wall decoration products, ornamental plant pots, and various other crafts that have sales value and can increase the income of the village community.

In line with this, BUMDes Amarta in Sleman Regency also provides a waste processing business unit. BUMDes Amarta initially focused on waste management by sorting waste collected by rubbishmen from homes, food stalls, and famous restaurants in Yogyakarta. Waste is sorted into three categories: organic, inorganic, and residue. The organic waste that has been sorted is processed into compost through a process carried out by the Amarta BUMDes management in collaboration with a research team from the National Development University (UPN) Veteran Yogyakarta. The composting process takes three to four weeks. Apart from compost, BUMDes Amarta also cultivates maggots to be used as poultry and fish feed. This is done because demand for maggots continues to increase, especially for poultry and fish feed. Inorganic waste is sorted into several parts, namely bottles, cardboard, and plastic for sale. Meanwhile, residual waste is collected to be sent to the landfill managed by the Sleman Regency Environmental Service (masperplandes.com, 2020).

This concrete manifestation of environment-based empowerment is stated by BUMDes Amarta and BUMDes Guwosari Maju through a waste management business unit called Go-Sari that will make it easier for village communities to process waste. The village community only needs to sort the waste according to its category (organic and non-organic) then the BUMDes business unit will pick it up and process it at the waste processing center. This waste is then turned into products that have value and are useful, for example, organic fertilizer/compost. Waste bank management is also one of the leading business units in BUMDes Guwosari Maju. People can save their trash/unused items in the waste bank and then exchange them for a nominal amount of money just before Eid.

c. Arts-culture and local wisdom-based empowerment

Community empowerment through arts and culture-based BUMDes aims to preserve local cultural heritage while improving the welfare of village residents. BUMDes holds training and workshops in traditional arts such as dance, music, and handicrafts, involving the community in every activity. This program not only revives arts and culture that are almost extinct but also provides new economic opportunities for the community through the development of creative products. The active participation of village residents in arts and culture activities strengthens the sense of togetherness and solidarity. BUMDes based on arts and culture is an important pillar in sustainable and culturally insightful village development (Izmuddin et al., 2022).

BUMDes Tridadi Makmur collaborates with travel agents or tourism bureaus and

also collaborates with event organizers with weddings/wedding parties, then there is MICE (Meeting Incentive Convention Exhibition), collaboration with several merchant companies, one of which is Masterpiece Karaoke, and several beauty clinics too. has collaborated with BUMDes Tridadi Makmur.

In line with that, BUMDes Guwosari Maju Sejahtera also has a business unit related to event organizers. Who plays an important role in planning and organizing certain activities in detail. Such as community celebration activities, rental of various equipment and sound systems, aerial mapping equipment, documentation of various activities, pre-weddings, circumcisions, aqiqah, visits by residents to tourist attractions, and various other facilities. This event organizer service is very important for coordinating the flow of incoming tourist visits to several tourist destination areas in Guwosari Village, such as the Selarong Cave tourist area. The Selarong Cave tourist area is a historical and cultural educational tourism destination with an area of 5.5 hectares in the Guwosari Village, which is managed by one of the BUMDes Guwosari Maju Sejahtera business units which is called the Banjaran Business Unit.

BUMDes Gemblegan Makmur has a community empowerment unit that focuses on arts and culture, namely nguri-uri karawitan culture. This program aims to preserve the art of karawitan which is a rich local cultural heritage. Through this activity, local people are invited to learn and develop skills in playing traditional Javanese musical instruments. This program functions as a forum to strengthen the sense of togetherness and solidarity among residents. With the support of BUMDes Gemblegan Makmur, it is hoped that the art of musical art can continue to live and develop amidst the current modernization.

Organizing cultural events is also a form of arts and culture-based community empowerment strategy. In certain months each year, cultural carnivals/festivals/carnivals are held regularly, including the carnival commemorating the Proclamation of Independence which is held every August, or the mass ruwatan cultural carnival associated with the month of Suro every year.

d. Community-based empowerment

Community empowerment through communities in villages is one of the key elements in improving the welfare and progress of village communities. Involving the community will be more effective in achieving development goals. The essence of community-based empowerment lies in the participation of local communities in various

thematic activities held in villages, especially in this case within the management framework of BUMDes business units (Firman, 2021).

In developing the potential of a community-based village, it will be more effective to concentrate on elements of local wisdom and superior attractions that characterize the community and village itself. The aim is to optimize village potential, this must receive support from the government, companies, non-government organizations, and all other stakeholders. The government and other parties who help encourage the empowerment of village communities are also important to the success of this program.

The results of this research show that the Aglonema ornamental plant community in BUMDes Tridadi Makmur is one of the business innovations that has been successfully managed, namely Aglonema Park. Coincidentally, the main director of BUMDes Tridadi Makmur is the chairman of Aglonema throughout Indonesia, so he can brand Aglonema Park as an Aglonema park. the largest and most extensive in Indonesia. Apart from buying and selling cultivation, Aglaonema Park can be used as a photo spot, such as the innovative Aglaonema plant shaped like a peacock, crop circles, and so on. BUMDes manager Tridadi Makmur also empowers the Ndelik market trader community to optimize village market management.

The PKK Women's Community in Pongkok Village is empowered by BUMDes Tirta Mandiri as a provider of souvenirs which are given to visitors who buy entrance tickets to the Umbul Pongkok, Umbul Sigedang, and Umbul Kapipaler tourist destinations using a bundling system. The products given are usually in the form of souvenirs or snacks made by PKK Women from Pongkok Village. This results in additional income being enjoyed by the PKK women's community. Community-based empowerment is also implemented by BUMDes Tirta Mandiri and Karangtaruna Village Youth. Karangtaruna Youth provides rental facilities for various swimming equipment and underwater photo facilities (Damanik & Iskandar, 2019; Purnamawati & Indriani, 2021).

At BUMDes Amarta there is a tourism education center, namely a swimming pool where the swimming pool can be used as a tourist swimming pool (a swimming pool used for the public or tourists), a facility swimming pool (a swimming pool as a hotel facility), and an achievement swimming pool (a swimming pool which is used as a place for swimming practice from various regions as well as from professional swimming clubs).

BUMDes Gemblegan Makmur collaborates with 1) a community of musical art enthusiasts to practice together in order to introduce musical art to the wider community. This group performs at various events/events organized by the village government, and

community members who have a celebration (weddings, etc.), and are often also asked to perform at the district and provincial level in Central Java. Apart from that, BUMDes Gemblegan Makmur, through the empowerment of Karang Taruna Youth and 2) the bird community organizes LatBer (Joint Training) activities twice a week and Bird Handling competition events. Apart from being a gathering place for bird lovers, it also increases the existence of Gemblegan Village. 3) Apart from the bird community, BUMDes Gemblegan Makmur, through the empowerment of the local Karang Taruna Youth, collaborates with the fishing community to set the wheels of the fishing pond business unit in motion.

e. Village asset management-based empowerment

Village Asset Management is a series of activities starting from planning, procurement, use, utilization, security, maintenance, deletion, transfer, administration, reporting, assessment, development, supervision, and control of Village assets (Permendagri No. 1 of 2016 concerning Village Asset Management). Management of village assets can be optimally carried out, one of which is by establishing a BUMDesa which is managed in a spirit of kinship and mutual cooperation (Dewi et al., 2017; Friyanto & Haritsar, 2023).

The Collaboration Strategy carried out by BUMDes Tridadi Makmur with other institutions in terms of partnerships, namely partnerships with academic parties such as UGM, UTY, and also UMY who have been accompanying the management in the Puri Mataram Master Plan, then in the field of renewable technology accompanied by AMIKOM who taught us with promotions and branding. The tourist destinations offered at Puri Mataram are actually Joglo Resto, Joglo Lotus, Joglo Ndelik, Water Rickshaw Rides, Flower Garden Rides, Rabbit Park Rides, Kitiran Park Rides, Fish Catching Rides and Ndelik Market.

BUMDes Tirta Mandiri utilizes village assets in the form of empty land to become a culinary tourism destination by utilizing water sources in 4 places known as Umbul Ponggok, Umbul Cokro, Umbul Sigedang, and Umbul Kapilaler. With this water source tourist destination, local communities receive benefits by opening side businesses such as grocery stores, public toilets, and paid parking areas for tourists who come to visit. Another manifestation of the community empowerment strategy based on optimizing village assets is utilizing water sources to make clean water and bottled drinking water which is sold in grocery stores owned by residents. This directly increases shop turnover and indirectly increases BUMDes income (Putri et al., 2021; Widiyanti & Safitri, 2022). Evidence of the

implementation of an empowerment strategy based on optimizing village assets, in the form of building a joglo as a place for community gathering and socializing equipped with a playground, a reading corner for children, and a soccer school held in the village field.

Guwosari Village, in Kapanewon Pajangan, Bantul Regency, DIY is a Village with extensive land with abundant natural resources in terms of beauty, history, and economic potential. Selarong Cave is one of the village's natural assets which can be optimized for its potential to become an educational, historical, and cultural tourism area. BUMDes Guwosari Maju Sejahtera manages this area through the Banjaran business unit which develops it from various angles to improve the residents' economy.

The five empowerment strategies carried out by BUMDes above by integrating social entrepreneurship values are beneficial for the social science education context in terms of studying each strategy based on the regional context and the problems that are the focus to be resolved. Each strategy can be applied according to the problems that exist in an area, either partially or in combination between strategies. All the strategies carried out ultimately lead to empowering the community to eradicate poverty and also grow the rural economy. Social studies education plays an important role in finding various solutions to social problems, one of which is related to poverty so that the successful community empowerment strategy mapped above can be further developed into an empowerment model containing social entrepreneurial values.

The integration of social entrepreneurship values in the empowerment strategies found can become material for study in the world of education which has entrepreneurship education content, especially social studies education which is more focused on social entrepreneurship. The world of education should have a role in optimizing entrepreneurship education to produce graduates who have entrepreneurial competence, especially social entrepreneurship which is not only oriented towards economic profits but also towards the social benefits created.

Social studies education which has the aim of developing students into good citizens who are knowledgeable and skilled and have social awareness that is useful for themselves as well as for society and the state (Sumaatmadja, 2006) is very relevant in examining the role of BUMDes in empowering society through the values of social entrepreneurship. This study will strengthen students' knowledge, skills, and social awareness of the social problems that are the focus of BUMDes to be eradicated, namely the problems of poverty and economic growth.

BUMDes as the driving force of the village economy applies social entrepreneurial values in community empowerment strategies. There are 5 strategies implemented, starting from economic empowerment with the development of MSMEs to trade and service business units.

Economic empowerment in various BUMDes is carried out through the development of local MSMEs such as handicrafts and organic farming. For example, BUMDes Tridadi Makmur has business units such as the Ndelik market and a restaurant division that involves market traders. BUMDes Tirta Mandiri also has business units trading goods and services such as grocery stores and public toilets. They also have a credit/savings and loan business unit to encourage village community business development. Other BUMDes, such as Amarta, Binangun Jati Unggul, and Gemblegan Makmur, also focus on developing local MSMEs to improve community welfare. Collaboration with universities is used to produce superior village products and organize training. This proves that local-based economic empowerment can provide real benefits for community welfare.

The Waste Bank is a waste management program with a recycling method into MSME handicraft products and land use as a final disposal site (TPA). BUMDes Tirta Mandiri and BUMDes Amarta in Sleman Regency are examples of effective waste management. Villagers sort waste into organic, plastic, and other items. Plastic waste is processed into valuable decorative and craft products. BUMDes Amarta also produces compost and cultivates maggots for poultry and fish feed. The Go-Sari business unit from BUMDes Guwosari Maju facilitates village waste processing. The Waste Bank at BUMDes Guwosari Maju allows people to save unused items and exchange them for money ahead of Eid. This program supports the environmental and economic empowerment of village communities.

Community empowerment through arts and culture-based BUMDes aims to preserve local cultural heritage and improve the welfare of village residents. BUMDes provides traditional arts training and workshops to the community, such as dance, music, and handicrafts. This program not only revives arts and culture that are almost extinct but also creates new economic opportunities through creative products. Active participation in arts and cultural activities strengthens the sense of solidarity in the village. BUMDes Tridadi Makmur collaborates with tourism actors, event organizers, and local companies. Likewise, BUMDes Guwosari Maju Sejahtera and BUMDes Gemblegan Makmur have business units related to event organizers and musical arts, which support the sustainability of local arts and culture. Regular cultural parades are also part of the community empowerment strategy through arts and culture.

Empowering village communities through communities is the main key to improving village welfare and progress. Local community participation in thematic activities in villages, such as managing BUMDes, plays an important role in achieving development goals. In developing community-based village potential, focusing on local wisdom and the village's unique charm is an effective strategy. Support from the government, companies, non-government organizations, and other stakeholders is needed to optimize village potential. An example of success is Aglonema Park at BUMDes Tridadi Makmur, which is the largest Aglonema park in Indonesia. Collaboration with communities such as Ibu PKK and Karang Taruna villages has also been successful in improving the local community's economy through various businesses such as providing souvenirs and swimming facilities. This shows that empowering village communities through communities can have a large positive impact on overall village development.

Village Asset Management includes planning, procurement, use, maintenance, administration, and reporting of Village assets. One optimal way to manage village assets is to establish a BUMDesa which is managed in a family spirit. BUMDes Tridadi Makmur is collaborating with other institutions, such as UGM, UTY, and UMY for the development of Puri Mataram. Tourist destinations in Puri Mataram include Joglo Resto, Wahana Taman Bunga, and others. BUMDes Tirta Mandiri transforms empty land into a culinary tourism destination by utilizing water sources. This provides benefits to the surrounding community and increases BUMDes income. Apart from that, BUMDes Guwosari Maju Sejahtera manages Selarong Cave as an educational, historical, and cultural tourism area in Guwosari Village, Bantul.

The results of mapping community empowerment strategies which are the subject of this research are also useful in strengthening the students' character regarding the character of social entrepreneurship which is integrated into the BUMDes strategy in empowering rural communities. This is in line with the objectives of social studies education stated by Hamalik (1992), namely oriented towards student behavior which includes knowledge & understanding, learning attitudes, social values & attitudes, and skills. The social values contained in the BUMDes strategy for community empowerment support the achievement of social studies education goals, especially those related to social values. A deep understanding of various BUMDes strategies for community empowerment can also encourage the achievement of social studies education goals in the form of a learning attitude to life. What is meant here is an attitude towards learning and living related to social problems for which solutions must be found,

including poverty and economic growth so that education can contribute to achieving the SDGs that the Indonesian state aspires.

Apart from that, research findings can also be used to improve basic social studies skills where students learn to use social studies skills and tools. For example, scientific thinking to look for evidence, skills in analyzing community data, interpreting social data, and making conclusions based on social phenomena (<https://lmsspada.kemdikbud.go.id/>). The community empowerment strategy carried out through BUMDes with the integration of social entrepreneurship values can be used to encourage students to think scientifically about the phenomenon of poverty in society, then analyze it and conclude efforts to find solutions to poverty by empowering the community in achieving the SDGs.

Conclusion

BUMDes is an economic driver in villages by implementing social entrepreneurial values. There are 5 strategies implemented for community empowerment which are based on social entrepreneurial values, namely: 1) economic-based empowerment; 2) environment-based empowerment; 3) arts-culture and local wisdom-based empowerment; 4) community-based empowerment; and 5) village asset management-based empowerment. These five strategies have had a positive impact in terms of empowering village communities. It is hoped that the results of these findings can be applied by other BUMDes more comprehensively with continuous innovation in developing their businesses to improve community welfare. In the context of social studies education, the findings of this research contribute to achieving the goals of social studies education, namely making students who have social awareness because they study problems that occur in society.

This study contributes to social studies education related to strengthening student behavior in the form of social values integrated into the BUMDes strategy in the form of social entrepreneurship values. Apart from that, the research findings also contribute to achieving the goals of social studies education in the form of forming basic social studies skills, namely using social studies tools in analyzing problems that exist in society so that students can be more sensitive to finding solutions to social problems to achieve the success of the SDGs coveted by the whole country.

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