

ABSTRAK

BUMG Maju Jaya di *Gampong* Peunaga Pasi merupakan satu-satunya BUMDes yang berhasil bertahan dan berkembang secara konsisten dibandingkan BUMDes lain di Aceh Barat. Sebagai BUMDes yang paling awal berdiri di wilayah tersebut, keberlanjutan dan keberhasilannya menunjukkan adanya praktik pengelolaan yang efektif, namun juga menyoroti tantangan bagi BUMDes lain untuk mencapai keberhasilan serupa. Fokus penelitian adalah mengungkap kontribusi BUMG Maju Jaya dalam mendukung kemandirian ekonomi masyarakat melalui optimalisasi potensi lokal kawasan pesisir. Metode dalam penelitian ini pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan analisis dokumen. Hasil penelitian menunjukkan bahwa BUMG Maju Jaya berhasil meningkatkan pendapatan desa dan masyarakat melalui pengelolaan potensi wisata air dan fasilitas pendukung lainnya. Partisipasi aktif masyarakat dan pengelolaan berbasis kepercayaan sosial menjadi kunci keberhasilan program. Pendapatan dari unit usaha seperti *waterboom*, kantin, dan aset desa lainnya mencatat peningkatan signifikan. Selain itu, pengelolaan BUMG juga memberikan kontribusi besar terhadap pembangunan modal sosial dan manusia, seperti peningkatan keterampilan, pengetahuan, dan partisipasi masyarakat dalam program-program ekonomi desa. Saran dari temuan penelitian ini ialah agar BUMG Maju Jaya bisa menjadi percontohan bagi BUMDes lain dengan membagikan praktik terbaik dalam pengelolaan berbasis kepercayaan sosial, diversifikasi usaha, dan pemberdayaan masyarakat secara berkelanjutan.

Kata Kunci: Pemberdayaan, BUMG, Ekonomi Mandiri, *Livelihoods Strategy*

ABSTRACT

BUMG Maju Jaya in *Gampong* Peunaga Pasi is the only Village-Owned Enterprise (BUMDes) that has consistently sustained and developed compared to other BUMDes in Aceh Barat. As the first BUMDes established in the region, its sustainability and success reflect effective management practices while also highlighting the structural challenges faced by other BUMDes in achieving similar outcomes. This research focuses on analyzing the contributions of BUMG Maju Jaya in fostering economic independence within the community through the optimization of local potential in the coastal area. The study adopts a qualitative approach with a case study method. Data were collected through in-depth interviews, participant observation, and document analysis. The findings reveal that BUMG Maju Jaya has significantly enhanced both village and community income by managing water tourism and other supporting facilities. Active community participation and trust-based social management have been identified as key factors behind its success. Revenue from business units such as the waterboom, canteen, and other village assets has shown substantial growth. Additionally, the management of BUMG has made a substantial contribution to the development of social and human capital, including improving community skills, knowledge, and participation in economic programs. The recommendations derived from this study suggest that BUMG Maju Jaya can serve as a model for other BUMDes by disseminating best practices in trust-based governance, economic diversification, and sustainable community empowerment.

Keyword: Empowerment, BUMG, Economic Independence, *Livelihoods* Strategy