

The Role of BUMDes in Reviving Tourism in Tourism Village Through the Creative Economy Sector

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ABSTRACT

This research aims to analyze the role of Village-Owned Enterprises (BUMDes) in improving the empowerment of tourist villages through the development of the creative economy sector in Pujonkidul Tourism Village, Malang Regency. Using a descriptive qualitative approach, data were obtained through observation, in-depth interviews, documentation, and literature study. The focus of the research is how BUMDes “Sumber Sejahtera” manages tourism business units, supports local MSME players, and encourages innovation and digitalization in community empowerment. Informants consisted of BUMDes managers, MSME players, and Pokdarwis members. The results show that BUMDes plays a strategic role as a facilitator, manager, and driver of collaboration between village institutions in developing community-based tourism (CBT). The contribution of the creative economy can be seen from the increasing number of MSMEs, business training, and the development of local culture-based products. Digital innovations such as QR codes, cashless payment systems, and digital marketing also improve product competitiveness and expand market share. As a result, MSME turnover increased by 85%, tourist visits increased, and Pujonkidul's image as a creative tourism village strengthened. Collaboration between BUMDes and Pokdarwis also strengthens inclusive and sustainable tourism management. Nonetheless, challenges remain, such as limited human resources, suboptimal promotion, and dependence on the tourist season. This research recommends improving workforce training, developing creative products, and strengthening digitalization to ensure the sustainability of village tourism. By maximizing the role of BUMDes, Pujonkidul Village has the potential to become a model for creative economy-based tourism village development in Indonesia.

Keywords: *BUMDes, Tourism Village, Tourism, Creative Economy, Digitalization, Community-Based Tourism (CBT).*