

***The Role of BUMDes Wisata Citra Mandiri Arjasa in Increasing Village
Original Revenue***

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ABSTRACT

This study aims to analyze the role of BUMDes Wisata Citra Mandiri Arjasa in increasing Village Original Revenue (PADes) of Arjasa Village. This research employs a qualitative approach with data collection techniques through interviews and documentation. The informants in this study consist of the Village Head, Village Treasurer, and the Head of the Tourism Unit of BUMDes Wisata Citra Mandiri. The results show that BUMDes Wisata Citra Mandiri plays a role in increasing Village Original Revenue. Based on stakeholder theory, the role of BUMDes is understood as the outcome of tourism business management that considers the interests and relationships among the involved stakeholders. The management of tourism businesses carried out by BUMDes reflects efforts to accommodate and manage stakeholder interests in achieving organizational goals, thereby strengthening the role of BUMDes in increasing Village Original Revenue.

Keywords: Tourism BUMDes, Village Original Revenue, Stakeholder