

ABSTRACT

The study aims to describe the BUMDes strategy as a supporter in increasing village original income (PADes) by observing a business unit empowered by BUMDes in Lopait Village, Tuntang District, Semarang Regency, Central Java. This research is a type of descriptive qualitative research, using secondary data from Lopait Village as a source of information, such as documents, interviews and observations to collect data. The data analysis technique, namely triangulation, compared the results of interviews with a number of informants including the village government, village communities, and BUMDes Karya Mandiri Sejahtera administrators. Information in the document supported interviews and observations made during the study. The results of the study can be concluded that the Karya Mandiri Sejahtera BUMDes strategy increases PADes. BUMDes implements three strategies in increasing PADes. First, at the organizational level the BUMDes strategy is based on a vision and mission contained in a plan through empowering business units. Second, the BUMDes strategy at the program level through programs that have been implemented recently has become a discourse with the BUMDes business unit empowerment program. Third, the BUMDes strategy at the level of resource support approaches supports the community by providing facilities and infrastructure, human resources and financial resources to support BUMDes' daily needs.

Keywords: *BUMDes Strategy, Increasing PADes, Empowering Business Units*