

ABSTRACT

Starting from the increasing need for tourism, the government initiated a tourism village program which is expected to be a source of regional income. In order to support the program, the government through the APBN allocates village funds and grants autonomy rights to villages. Given that the allocation of funds is quite large and continues to increase, there are many cases of misappropriation of funds, so it is important to ensure that its implementation is in accordance with the stated objectives. The purpose of this study is to evaluate the optimization of the use of village funds in exploring potential income through the tourism sector in Serang Tourism Village. The research method used is a qualitative descriptive method. Data collection techniques were carried out by interviewing the subjects of village officials and the community. Determination of the subject is done by purposive sampling method. The results showed that the management of village funds for tourism development in Serang Village was optimal. Several aspects that support the results of this study include: 1. Adequate tourism facilities and vehicles are available, 2. Community and youth empowerment is carried out through training on the use of local resources, 3. Increasing Village Original Income and decreasing unemployment, 4. Construction of shophouse facilities subsidized rented cheaply to the public. The results of tourism development with village funds also show positive results in increasing PADes, improving the community's economy, and increasing the status of Serang Tourism Village from underdeveloped villages to developing villages.

Keywords; Optimization of Village Funds, Development of Income Potential, Tourism