

## ABSTRACT

The importance of the role of Village-Owned Enterprises as a form of implementation of village autonomy to realize village economic independence. One form of village government authority to carry out government affairs in the economic sector can be carried out through the development of Village-Owned Enterprises. The importance of the role of Village-Owned Enterprises as a solution to problems in the village, therefore it is necessary to manage Village-Owned Enterprises in a directed and professional manner in business development so that Village-Owned Enterprises are born as a new approach in efforts to improve the village economy based on community needs. .

This research method was carried out using caulitative analysis by conducting descriptive analysis through the fuzzy analytical hierarchy process method, the location of this research was carried out at Moncer Business Entity, Grinting Village, Bulakamba District, Brebes Regency using primary data, namely questionnaires and interviews.

The results of this study found that the business capital aspect is the first and most strategic aspect at the hierarchical level, then for the second rank is the innovation aspect, the third rank is the youth participation aspect and the fourth rank is the role of the government. The application of the business capital aspect can be done through business cooperation, capital assistance and village income, the innovation aspect can be carried out through marketing innovation, services and products, the youth participation aspect can be carried out through business utilization, agricultural contributions and thought contributions, while in the aspect of the role of the government it can be carried out through coaching, training and innovation.

**Keywords:** fuzzy analytical hierarchy process, youth participation, innovation, business capital, the role of government