

Pendampingan Perancangan Usaha Ayam Petelur BUMDES Curugbitung (Designing Laying Hens Business Model for BUMDES Curugbitung)

**Muh Faturokhman¹, Aceng Hidayat¹, Warcito¹, Liisa Firhani Rahmasari¹, Mokhamad Syaefudin
Andrianto^{2*}, Sagita Salsabila²**

¹ Sekolah Vokasi, IPB University, Bogor, Jawa Barat, Indonesia 16128

² Fakultas Ekonomi dan Manajemen, IPB University, Bogor, Jawa Barat, Indonesia 16680

*Penulis Korespondensi: syaefudin1@apps.ipb.ac.id

ABSTRAK

Kegagalan usaha BUM (Badan Usaha Milik) Desa sering kali disebabkan oleh keterbatasan konsep bisnis dan sulit dijelaskan ke stakeholder. BUM Desa Curugbitung memiliki beberapa rencana usaha tetapi belum berjalan optimal. Salah satu sebab adalah belum memiliki perencanaan bisnis yang mudah dikomunikasikan ke berbagai pihak. Kegiatan Dosen Pulang Kampung bertujuan untuk membantu BUMDesa melakukan perencanaan bisnis secara sistematis agar dapat menarik minat investor dan mengantisipasi kegagalan usaha. Penyusunan perencanaan bisnis menggunakan kerangka *Business Model Canvas* (BMC) dengan pendekatan partisipatori. Aktivitas dilakukan pada bulan Agustus sampai Oktober 2025 melibatkan 20 peserta terdiri dari pengurus BUMDesa, Gapoktan, mahasiswa dan dosen fasilitator. Hasil workshop menguraikan 9 blok kunci bisnis ayam petelur yang dimiliki oleh BUMDesa Curugbitung. Peserta khususnya BUMDesa dan Gapoktan mendapatkan pemahaman perencanaan bisnis yang lebih komprehensif. Pelaksanaan bisnis memerlukan modal dan dukungan dari pemerintah desa dan investor. Selain hal tersebut juga perlu perubahan mindset dan penguatan SDM pengelola BUMDes. Diharapkan hasil model bisnis ini menjadi bahan diskusi pengelola BUMDes dalam mencari sumber pembiayaan dan skema bagi hasil yang menguntungkan.

Kata kunci: BMC, *brainstorming*, *community empowerment*

ABSTRACT

The failure of Village-Owned Enterprises businesses (BUMDesa) is often caused by limited business concepts and difficulties in explaining them to stakeholders. BUM Desa Curugbitung has several business plans but has not been running optimally. One reason is the lack of a business plan that is easily communicated to various parties. The Lecturer Returns to the Village activity aims to help BUMDesa conduct systematic business planning to attract investors and anticipate business failure. The business plan was prepared using the Business Model Canvas (BMC) framework with a participatory approach. The activity was conducted from August to October 2025 and involved 20 participants, comprising BUMDesa administrators, Gapoktan (Farmer Groups), students, and lecturer-facilitators. The workshop results outlined 9 key blocks of the laying hen business owned by BUMDesa Curugbitung. Participants, especially BUMDesa and Gapoktan, gained a more comprehensive understanding of business planning. Business implementation requires capital and support from the village government and investors. In addition, a change in mindset and strengthening of the human resources of BUMDesa managers are also needed. It is hoped that the results of this business model will provide discussion material for BUMDes managers in finding financing sources and profitable profit-sharing schemes.

Keywords: BMC, *brainstorming*, *community empowerment*