

VILLAGE GOVERNMENT COMMUNICATION MANAGEMENT IN THE ORGANIZATION OF VILLAGE-OWNED ENTERPRISES

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ABSTRACT

The implementation of Village-Owned Enterprises is one of the government's efforts to develop the local economy and improve community welfare. In this context, village government communication management plays an important role in ensuring smooth operations and building good relationships with various relevant stakeholders. This research aims to find out how village government communication management is in the implementation of village-owned enterprises. The research method used is qualitative. The theory used in communication management research in the BUMDes process according to G.R Terry (2010) consists of planning, organizing, moving, and monitoring. The research results show that in the BUMDes program, there is careful planning, organization according to individual abilities, movement so that the organization runs according to the procedures, and supervision by a team appointed by the village head. In the results of this research, the Head of BUMDes, the village head, and the village apparatus have planned careful steps to achieve the BUMDes program. Then, the organization of the people involved in BUMDes is placed according to their abilities and expertise, so that obstacles can be minimized. Meanwhile, the movement of the BUMDes organization is directed at implementing the plans that have been prepared, starting from planning, and organizing, to implementation. Finally, supervision of village officials helps in supervising the BUMDes with the existence of a supervision team formed by the village head.

Keywords: *Communication Management, BUMDes, Village Government.*

