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COMPANY PROFILE COMPANY PROFILE BADAN USAHA MILIK DESA (BUMDES) BERKAH LESTARI DESA KECEPAK, dibawah bimbingan Taryadi, S.Kom., M.Cs dan Devi Sugianti, M.Kom.

93 + xiii halaman / 55 gambar / 15 tabel / 7 lampiran / 28 pustaka (2018-2024)

ABSTRAK

Perkembangan teknologi informasi menuntut Badan Usaha Milik Desa (BUMDes) untuk bertransformasi ke arah digital demi mewujudkan tata kelola yang transparan dan berdaya saing. Namun, BUMDes Berkah Lestari Desa Kecepak saat ini masih beroperasi secara konvensional. Informasi mengenai profil, struktur, dan kinerja lembaga masih terbatas pada komunikasi langsung dan dokumentasi sederhana. Akibatnya, BUMDes menghadapi beberapa kendala utama: belum adanya identitas lembaga yang terstruktur, rendahnya transparansi publik, minimnya pemanfaatan teknologi digital, serta lemahnya strategi branding untuk bersaing di tingkat lokal maupun regional. Penelitian ini bertujuan untuk mengembangkan company profile berbasis digital yang terstruktur dan terstandarisasi sebagai solusi strategis atas permasalahan tersebut. Metode pendekatan dilakukan melalui observasi lapangan, identifikasi masalah, dan perancangan media publikasi modern yang diintegrasikan ke platform digital seperti website atau media sosial. Hasil pengembangan ini diharapkan dapat memperkuat citra lembaga (branding), meningkatkan visibilitas serta aksesibilitas informasi, dan mendorong akuntabilitas publik. Melalui implementasi company profile yang terintegrasi secara digital, BUMDes Berkah Lestari diproyeksikan mampu memperluas jaringan kerja sama, menarik minat investor, meningkatkan kepercayaan masyarakat, serta mengoptimalkan kontribusinya terhadap peningkatan Pendapatan Asli Desa (PADes).

Kata Kunci : *BUMDes Berkah Lestari, Company Profile, Digitalisasi, Branding, Transparansi*

MADA RAKHMA YUDHA, 19.240.0054

COMPANY PROFILE BERKAH LESTARI VILLAGE-OWNED ENTERPRISE KECEPAK VILLAGE, under guidance of Taryadi, S.Kom., M.Cs dan Devi Sugianti, M.Kom.

93 + xiii pages / 55 images / 15 tables / 7 attachments / 28 libraries (2018-2024)

ABSTRACT

The advancement of information technology demands that Village-Owned Enterprises (BUMDes) undergo a digital transformation to achieve transparent and competitive governance. However, BUMDes Berkah Lestari in Kecepak Village currently operates conventionally. Information regarding the institution's profile, structure, and performance remains limited to direct communication and simple documentation. Consequently, the enterprise faces several primary obstacles: the lack of a structured institutional identity, low public transparency, minimal utilization of digital technology, and a weak branding strategy to compete at local and regional levels. This study aims to develop a structured, standardized, and digital-based company profile as a strategic solution to these challenges. The approach involves field observations, problem identification, and the design of modern publication media integrated into digital platforms such as websites or social media. The results of this development are expected to strengthen the institution's image (branding), enhance information visibility and accessibility, and foster public accountability. Through the implementation of this digitally integrated company profile, BUMDes Berkah Lestari is projected to expand its cooperation networks, attract potential investors, increase public trust, and optimize its contribution to enhancing Village Original Income (PADes).

Keyword : *BUMDes Berkah Lestari, Company Profile, Digitalization, Branding, Transparency*