

## ABSTRACT

The research entitled "BUMDes Strategy in Increasing PADes in Punjulharjo Village, Rembang Regency, Central Java". This study aims to describe the BUMDes strategy as a supporter of increasing village original income (PADes) by observing BUMDes business units in Punjulharjo Village, Rembang Regency, Central Java. This research is a type of qualitative descriptive research, using secondary data from Punjulharjo Village as a source of information, such as documents, interviews and observations to collect data. The data analysis technique, namely triangulation, compared the results of interviews with a number of informants including the Punjulharjo Village government, the village community, and the management of the Abimantrana BUMDes. The information in the interviews is supported by documents collected and observations made during the research. The results of the study concluded that the Abimantrana BUMDes strategy increased PADes. BUMDes Abimantrana implements three strategies. First, at the organizational level of the Abimantrana BUMDes strategy, the plan is based on the vision and mission of the Abimantrana BUMDes, set out in the plan, through the Karang Jahe beach tourism mandate. Second, the Abimantrana BUMDes strategy at the Abimantrana BUMDes program level through programs that have been implemented recently has become a discourse on the Karang Jahe Beach tourism empowerment program and the establishment of four business units. Third, the Abimantrana BUMDes strategy at the level of resource support approach supports the community by providing facilities and infrastructure, human resources and financial resources to support daily needs. BUMDes Abimantrana encourages community enthusiasm for creativity and innovative entrepreneurship. However, there are challenges in the operationalization of BUMDes Abimantrana, related to product promotion. In this case, the management of BUMDes Abimantrana lacks human resources dedicated to marketing.

**Keyword:** *BUMDes Strategy, Increasing PADes, Empowering tourism*

