

ABSTRACT

THE EFFECTIVENESS OF BINA LINGKUNGAN PROGRAM IN THE FISHERMAN COMMUNITY KOTA KARANG RAYA BANDAR LAMPUNG

By

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This research aims to review and analyze the effectiveness of Bina Lingkungan program in fisherman community Kota Karang Raya. The approach in the research is quantitative approach, this approach using questionnaire to collect data. Respondents in this research are 67 people and the experiment using purposive sampling techniques. This research using percentage technique and factor analysis to analyze data. The research results: (1) Overall the effectiveness of Bina Lingkungan program in fisherman community Kota Karang Raya could be conclude, quite effective, because the result of the calculation is 77,31 %. In accordance with Litbang Depdagri, this percentage included in the category of quite effective. (2) On the variables of Bina Lingkungan for knowledge program, the purpose of Bina Lingkungan, benefits of Bina Lingkungan and accuracy of targets of Bina Lingkungan, the results is very effective, meanwhile the variables of socialization and monitoring of Bina Lingkungan results is really ineffective. (3) Based on the results of factor analysis, beneficial of program Bina Lingkungan factor have value and it has the largest eigenvalue with total 2,398 and value of varianced 29,969 %, the result could explained as much as.

Keywords: effectiveness program, bina lingkungan, fisherman community