

ABSTRACT

FACTORS RELATED TO THE SUCCESS OF RURAL AGRIBUSINESS DEVELOPMENT PROGRAM (PUAP) IN SUKADANA VILLAGE SUKADANA DISTRICT EAST LAMPUNG

By

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The objective of the study were : (1) The implementation of rural agribusiness development program (PUAP), (2) Factors related to the success of the program, (3) The impact of program on farmers.

This research was conducted in November - December 2011. The samples of the research consisted of 56 farmers who involve in PUAP program. The data collection method was survey. Descriptive were used in analysis methods. The correlations of variables were tested by Rank Spearman test.

The results showed that : (1) The program has performed well, (2) Farmers knowledge, mentoring activities, and farmers of participation has very significant influence on success of the program, while the management of funds, government support, and types of agribusiness has considrable effect on the real success of the program, and (3) The social impact is the increasing social interaction, solidarity, the motivation, and among responsibility towards the fund of farmers. The economic impact is the increased activity of agribusiness, income, the increase in agribusiness types, and the welfare of farmers. Environmental impact of the program is the improvement of facilities and infrastructure and land use right for agribusiness.

Key Words : Rural Agribusiness Development Program (PUAP)

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