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 considerable 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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