

ABSTRACT

OPERATING PERFORMANCE OF RURAL AGRIBUSINESS DEVELOPMENT PROGRAM (PUAP) TO AMOUNT OF LABOR ASSOCIATION FARMER (GAPOKTAN) IN SOUTH LAMPUNG

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Rural Agribusiness Development Program (PUAP) is a form of facilitation of venture capital assistance for farmer members, both farmers owner, tenant farmers, farm workers and household tani. Program aims to help reduce poverty and create jobs in rural areas and help strengthen capital in business activities in the field of agriculture which in turn can improve the welfare of farmers.

Research indicated to determine the effect of business performance to increased labor PUAP farmer group in South Lampung are viewed from two aspects, namely the provision of capital and management development programs.

Results of linear regression by the method of *Ordinary Least Square* (OLS) capital (BM) and coaching management (PM) influence the Business Performance (KU) found that the contribution of capital (BM) on the performance of the business (KU) amounted to 1,014, which means that every an increase of 1% achievement of financial aid will affect the business performance of 1.014%. While the contribution of coaching management (PM) on business performance (KU) is equal to 0.306, which means that every increase of 1% will affect the achievement of management coaching business performance improvement by 0:30%. And overall statistically independent variables could explain 52.7% the formation of business performance (KU). whereas the increase in business performance on employment is obtained that occurred a positive relationship between business performance for 0152, which means that every increase of 1% on improving business performance as a result of assistance will increase the level of employment 0.15 people, and partial or whole independent variables in the model only able to explain 25.4% change in the dependent variable

Keywords: PUAP, Capital Assistance, Development Management, Business Performance, Labor