

ABSTRACT

STIMULTANEOUS MOVEMENT FOR VILLAGE DEVELOPMENT (GSMK) PROGRAM EFFECTIVENESS IN EMPOWERING RURAL COMMUNITIES AT RAWA PITU SUBDISTRICT TULANG BAWANG REGENCY

By

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This study aims to analyze: 1) level effectiveness of GSMK program in empowering rural communities at Rawa Pitu Subdistrict Tulang Bawang Regency, and 2) factors that have relation with effectiveness of GSMK program in empowering rural communities at Rawa Pitu Subdistrict Tulang Bawang Regency. These researches were conducted at Rawa Pitu Subdistrict Tulang Bawang Regency. Samples of this study amount to of 53 respondents randomly. Data analysis method used descriptive analysis, qualitative, tabulation and Rank Spearman correlation. The results showed: 1) level of effectiveness GSMK program in empowering rural communities at Rawa Pitu Subdistrict Tulang Bawang Regency it has been well, because the specific purpose of GSMK program had been achieved and GSMK program also could create satisfaction and pride for the result they had been done, and 2) that there are a positive relation between the community's knowledge on GSMK program, the positive of agreement towards GSMK program, and the community's group role on GSMK program with the GSMK program's effectiveness in district Rawa Pitu Tulang Bawang regency with the level of confidence 95 percents. The higher three of factors above will be higher GSMK program effectiveness.

Keywords: effectiveness, empowering, GSMK program, society.