

ABSTRACT

THE EFFECTIVENESS OF RURAL AGRIBUSINESS DEVELOPMENT PROGRAM “PUAP” ON EMPOWERMENT OF RURAL FARMERS IN TRISNO MAJU VILLAGE OF NEGERI KATON DISTRICT OF PESAWARAN REGENCY

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The purposes of this research are to find (1) the effectiveness of PUAP Program, (2) the factors correlated to the effectiveness of “PUAP” Program, and (3) the factor most correlated to the effectiveness of PUAP Program.

This research was conducted in Sumber Rejeki “Gapoktan” the seventeen farmer groups in Trisno Maju Village of Negeri Katon District of Pesawaran Regency from December 2010 to January 2011. The samples are 50 farmers as respondents who are taken by using Yamane theory. Partial Kendall analysis is used to analyze the data gathered.

The result of the research showed that (1) The “PUAP” Program was effective (2) The factors correlated to the effectiveness of “PUAP” Program were performance of the “Gapoktan”, extension activity, and knowledge about “PUAP” Program. Meanwhile, the number of budget was not correlated to the effectiveness of “PUAP” Program (3) Performance of the “Gapoktan” was the factor most correlated to the effectiveness of “PUAP Program”.

Key words: effectiveness and empowerment.

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