

ABSTRACT

ANALYSIS OF THE EFFECTIVENESS OF PARTNERSHIP PROGRAM IMPROVED PERFORMANCE DEVELOPMENT PARTNERS PT PERKEBUNAN NUSANTARA VII BUSINESS UNIT DISTRICT WAY LIMA PESAWARAN

by

ARMANDO ADHA

The partnership program is more oriented business cooperation in business development programs are based on partnerships between enterprises (mainly SOEs) with the Micro, Small and Medium Enterprises. The program is a partnership governing SOEs with small and medium enterprises and the implementation of more comprehensive environmental development and in accordance with the economic development and social conditions of communities around the state enterprises by the Decree of the Minister of SOEs No. Kep-23/MBU/2003. The purpose of this partnership program is to encourage business activity and economic growth and the creation of equitable democratic development through the expansion of employment opportunities, business opportunities, and community empowerment.

The study aimed to determine the effectiveness of partnership programs conducted by PTPN VII Business Unit District Way Lima Pesawaran and its effect on business performance improvement partners who indicated from three aspects: the provision of capital, promotional assistance and management training programs.

The analysis showed that the implementation of the partnership program conducted by PTPN VII Business Unit District Way Lima Pesawaran effective in a category with a percentage of 70.78% achievement. From the non-parametric test results show that the implementation of the partnership program through these three aspects positive and significant effect of improving business terhadap trained partners.

Keywords: partnership programs, PTPN VII, effectiveness, non-parametric test.