

ABSTRACT

EFFECT OF COMMUNICATION ON GROUP LEVEL PARTICIPATION OF WOMEN IN WOMEN'S GROUP savings and loans activities (SPP)

(Studies in the SPP group in the Village of Marga Agung Sub-district Jati Agung South Lampung regency)

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Women's Savings and Loan Activity Group (SPP) is an activity that is so beneficial for women in particular, namely in the form of an empowerment or self-empowerment potential for independent living and sustainable business efficiency, and to develop the potential of rural savings and credit activities, ease of access to micro financing, basic social needs funding, and institutional strengthening women's activities and to encourage the reduction of poor households and employment creation, hence the need for efforts to increase women's participation in implementing the activities of the SPP, and one of the early efforts to counter this is to conduct process Communications Group at the Special Council of Women (MKP). Formulation of the problem in this research is: "How big influence on the level of Group Communications women's participation in the activities of the SPP?" The purpose of this study is to determine the effect of Group Communication on the participation rate of women in the activities of the SPP.

This type of research used is descriptive research with quantitative approach. Samples taken were the SPP groups in the village of Marga Agung Sub-district Jati Agung South Lampung regency consisting of 5 groups and amounted to 50 people. Data collected by questionnaires and documentation. The technique of data analysis was done by statistical analysis of Simple Linear Regression. The results of this study indicate that the process of MKP Communications Group in effect on the level of women participation in the SPP activities at the village of Marga Agung Sub-district Jati Agung South Lampung regency with a value of 0.504 or 50.4%, meaning that the level of women participation in the activities of the SPP indicate that women who follow the process on MKP Communications Group in the context of this research was to understand thoroughly about the mechanism of SPP activity and has received information that in truth and had participated in the activities of the SPP with a robust and sustainable. There is a residual effect of 49.6%. This means that there is a 49.6% rate of female participation in the SPP is not affected by the communication process in the MKP group, but can be influenced by a number of other variables that are not addressed in this study, such as the influence of age, social environment, employment, and education last.