

## **ABSTRACT**

### **ANALYSIS OF EFFECT OF RURAL POVERTY ALLEVIATION PROGRAM (PPKD) INCOME ON SMALL BUSINESS IN ADILUIH VILLAGE THE DISTRICT OF PRINGSEWU**

**BY**

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Various efforts that made by the central government to the government of village/pekon to overcome and reduce poverty, whether it be the arrangement until the preparation of various directly program or indirectly program. The problem in this study is that nearly 47.8 percent of partriach in the village/Pekon Adiluih into poor and underprivileged families, in addition to the nearly 42 percent survival of small businesses and services. The problem in this study is whether the presence of Rural Poverty Alleviation Program (PPKD) to increase the income of small businesses in the village / pekon Adiluih. This study aims to determine the impact and benefits of a revolving loan fund Rural Poverty Alleviation Program (PPKD) whether can increase income of small businesses in Adiluih village the district of Pringsewu in 2012The hypotheses that can be proposed is direct assistance in the form of a revolving fund in rural poverty alleviation program (PPKD) provide significant revenue that increase small business in Adiluih village the district of Pringsewu.

The study method used is descriptive method, the analysis of the tables that are used to determine the benefits of PPKD form of direct assistance revolving loan fund and to test the difference in the average two to determine changes in the level of small business income community before and after the Rural Poverty Alleviation Program (PPKD) in funds revolving loan. The population in this study is the small business community of the overall direct beneficiaries revolving loan fund in village the district of Pringsewu that consist of 510 people .The number of samples is as much as 84 respondents from the entire population.

Based on the results of this study concluded that the differences in the two test results known to the average value of z count (2,105) >  $t_{table}$  (1.96) so that  $H_0$  is rejected and  $H_a$  accepted statistically significant an increase in average income between the business community before and after the direct aid in the form of revolving funds and credit aid in the form of revolving funds and credit from rural poverty alleviation program (PPKD) in Adiluh village the district of Pringsewu.

In addition after the revolving loan fund used by community to develop a business, income/profit received by the public after receiving assistance increased an average by 20%, the amount of which is not too big but it provides assistance with loan capital (PPKD) community can continue to run and manage their own business. Therefore to assist the community in developing the business to a larger scale is needed the government's new policy is the addition of a revolving loan fund administration PPKD.

Keywords: influence of poverty alleviation programs, income.