

## **ABSTRACT**

### **COMMUNITY'S PERCEPTION ON PARTNERSHIP PROGRAM AND COMMUNITY DEVELOPMENT (PKBL) OF PTPN VII REJOSARI'S BUSINESS UNIT AT NATAR SUBDISTRICT SOUTH LAMPUNG REGENCY**

**By**

**Tati Musoleha**

*This research is aimed at investigating: (1) PKBL of PTPN VII Rejosari's Business Unit, (2) community's and company's management perception to PKBL, (3) the factors influencing community's perception to PKBL. This research was conducted in Rejosari Village, Natar Subdistrict, South Lampung Regency. This research used survey method and it was conducted from April to May 2014. Respondents were 84 households chosen randomly. Data were analyzed by descriptive and path analysis. The results showed that (1) PKBL by PTPN VII Rejosari's Business Unit applied to two sectors; economic and environmental. PKBL granted directly to the recipient and the dissemination of information through the village officials and employees; (2) community's perception of PKBL by PTPN VII Rejosari's Business Unit was good enough because the program given in various forms of assistance that useful to community and the environment. Perception of the company's management on PKBL was good for helping and providing great benefits to community and the environment; (3) The factors influencing community's perception on PKBL by PTPN VII Rejosari's Business Unit were personal age, personal educational level, and personal knowledge level. The most influence factor of community's perception on PKBL was personal age.*

*Key words: community, perception, PKBL*