

ABSTRACT

THE ROLE OF WOMEN FARMER GROUP MEMBERS IN REALIZING AGROWIDYA TOURISM VILLAGES IN RAJABASA JAYA VILLAGE, BANDAR LAMPUNG CITY

By

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This study aims to determine, the role of KWT members in realizing the Tourism Agrowidya Village in Sinar Harapan Jaya Village, Rajabasa Jaya Village, Bandar Lampung, factors related to the role of KWT members in realizing the Tourism Agrowidya Village in Sinar Harapan Jaya Village, Rajabasa Jaya Village, Bandar Lampung, obstacles in realizing the Tourism Agrowidya Village in Sinar Harapan Jaya Village, Rajabasa Jaya Village, Bandar Lampung, and the success rate of Tourism Agrowidya Village in Sinar Harapan Jaya Village, Rajabasa Jaya Village, Bandar Lampung. This research was conducted in Sinar Harapan Jaya Village, Rajabasa Jaya Sub-District, Bandar Lampung in November-December 2022. Respondents in this study consisted of three KWTs with a total of 73 members. Data collection was carried out using the census method. The data analysis used was descriptive analysis and Spearman's rank test. The results of the study show, the role of KWT members in realizing the Tourism Agrowidya Village falls into the category of sufficiently involved in activities such as planting medicinal plants and ornamental plants, making processed agricultural products, making eco enzyme, making collective gardens, and making gardens collective, the factors related to this research are the length of service of KWT members, the motivation of KWT members, and the level of knowledge of KWT members, the obstacles faced in realizing the Tourism Agrowidya Village are the lack of public awareness in carrying out activities that support the success of the Tourism Agrowidya Village, and the success rate of Kampung Agrowidya Wisata is in the moderately successful category.

Keywords: *Role, Members of Women Farmers Groups, Tourism Agrowidya.*

ABSTRAK

PERANAN ANGGOTA KELOMPOK WANITA TANI DALAM MEWUJUDKAN KAMPUNG AGROWIDYA WISATA DI KELURAHAN RAJABASA JAYA KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui peranan anggota KWT dalam mewujudkan Kampung Agrowidya Wisata di Desa Sinar Harapan Jaya, Kelurahan Rajabasa Jaya, Bandar Lampung, faktor-faktor yang berhubungan dengan peranan anggota KWT dalam mewujudkan Kampung Agrowidya Wisata di Desa Sinar Harapan Jaya, Kelurahan Rajabasa Jaya, Bandar Lampung, kendala-kendala dalam mewujudkan Kampung Agrowidya Wisata di Desa Sinar Harapan Jaya, Kelurahan Rajabasa Jaya, Bandar Lampung, dan tingkat keberhasilan Kampung Agrowidya Wisata di Desa Sinar Harapan Jaya, Kelurahan Rajabasa Jaya, Bandar Lampung. Penelitian ini dilaksanakan di Desa Sinar Harapan Jaya, Kelurahan Rajabasa Jaya, Bandar Lampung pada bulan November—Desember 2022. Responden pada penelitian ini terdiri dari tiga KWT dengan total anggota sebanyak 73 orang. Pengumpulan data dilakukan dengan metode sensus. Analisis data yang digunakan yaitu analisis deksriptif dan uji *Rank Spearman*. Hasil penelitian menunjukkan peranan anggota KWT dalam mewujudkan Kampung Agrowidya Wisata masuk ke dalam kategori cukup berperan dalam kegiatan-kegiatan seperti menanam tanaman obat-obatan dan tanaman hias, membuat olahan hasil pertanian, membuat *eco enzyme*, membuat kebun kolektif, dan membuat kebun kolektif, faktor-faktor yang berhubungan pada penelitian ini yaitu lama bekerja anggota KWT, motivasi anggota KWT, dan tingkat pengetahuan anggota KWT, kendala yang dihadapi dalam mewujudkan Kampung Agrowidya Wisata yaitu kurangnya kesadaran masyarakat dalam menjalankan kegiatan-kegiatan yang menunjang keberhasilan Kampung Agrowidya Wisata, dan tingkat keberhasilan Kampung Agrowidya Wisata masuk ke dalam kategori cukup berhasil.

Kata kunci: Peranan, Anggota Kelompok Wanita Tani, Agrowidya Wisata.