

INTISARI

Penelitian ini mengkaji implementasi Program Desa Prima (Perempuan Indonesia Maju Mandiri) sebagai salah satu pilar Desa Mandiri Budaya yang berfokus pada pemberdayaan perempuan. Apa yang diteliti adalah bagaimana program tersebut dilaksanakan dan faktor apa saja yang memengaruhi efektivitasnya. Subjek penelitian adalah para perempuan penerima manfaat, perangkat desa, pengurus Desa Prima, dan tokoh masyarakat yang terlibat langsung dalam program. Penelitian ini dilakukan di Kalurahan Putat, Kapanewon Patuk, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta yang merupakan salah satu desa dengan capaian optimal dalam pelaksanaan Desa Prima. Penelitian ini dilaksanakan pada tanggal 5 hingga 8 Agustus 2025, melalui rangkaian wawancara mendalam, observasi, dan pengumpulan dokumen. Penelitian ini penting karena meskipun Program Desa Prima telah berjalan sejak 2014 di lebih dari 120 desa, evaluasi yang komprehensif dari perspektif perempuan penerima manfaat masih terbatas. Sementara itu, tujuan dari program ini sejalan dengan SDG 5 tentang kesetaraan gender dan pemberdayaan perempuan. Penelitian dilakukan dengan menggunakan pendekatan kualitatif studi kasus dan analisis tematik. Modifikasi teori implementasi kebijakan Van Meter dan Van Horn serta Edwards III digunakan dengan variabel kunci yaitu akses, kepatuhan, sumber daya, lingkungan sosial-ekonomi-politik, regulasi, penganggaran, dan efektivitas.

Hasil penelitian menunjukkan bahwa implementasi Program Desa Prima di Kalurahan Putat relatif efektif. Akses informasi terbuka melalui forum, media sosial, dan pertemuan rutin; kepatuhan terhadap aturan kelompok tinggi; serta dukungan sumber daya berupa pelatihan, pendampingan, dan fasilitas rumah produksi menjadi kekuatan utama. Faktor eksternal seperti regulasi pemerintah desa, dukungan lurah, dan budaya gotong royong memperkuat keberlanjutan program. Namun demikian, terdapat tantangan berupa keterbatasan fasilitas produksi, fluktuasi harga bahan baku, serta belum meratanya partisipasi anggota. Program ini terbukti meningkatkan pendapatan tambahan, keterampilan teknis, rasa percaya diri, serta posisi sosial perempuan, meskipun belum sepenuhnya mentransformasi kemandirian ekonomi secara menyeluruh.

Dengan demikian, penelitian ini menyimpulkan bahwa implementasi Program Desa Prima di Kalurahan Putat berhasil menjadi instrumen pemberdayaan perempuan yang efektif. Hal ini dapat tercapai dengan sinergi antara faktor internal kelompok dan dukungan eksternal kelembagaan. Meskipun demikian, program ini masih memerlukan penguatan fasilitas, diversifikasi pelatihan, dan strategi adaptasi untuk menjamin keberlanjutan serta daya saing di masa depan.

Kata kunci: Desa Prima, implementasi kebijakan, pemberdayaan perempuan, Kalurahan Putat

ABSTRACT

This study examines the implementation of the Desa Prima (Perempuan Indonesia Maju Mandiri) program as one of the pillars of the Desa Mandiri Budaya initiative, which focuses on women's empowerment. The research investigates how the program is carried out and what factors influence its effectiveness. The research subjects include women beneficiaries, village officials, Desa Prima administrators, and community leaders directly involved in the program. The study was conducted in Putat Village, Patuk Sub-district, Gunungkidul Regency, Yogyakarta Special Region, which is recognized as one of the villages with optimal achievements in implementing Desa Prima. Data collection was carried out from August 5 to 8, 2025, through a series of in-depth interviews, observations, and document analysis. This study is important because, although the Desa Prima Program has been implemented since 2014 in more than 120 villages, comprehensive evaluations from the perspective of women beneficiaries remain limited. At the same time, the program's objectives align with SDG 5 on gender equality and women's empowerment. The research employs a qualitative case study approach and thematic analysis, using a modified version of Van Meter and Van Horn's and Edwards III's policy implementation theories, focusing on seven key variables: access, compliance, resources, socio-economic-political environment, regulation, budgeting, and effectiveness.

The findings show that the implementation of the Desa Prima Program in Putat Village is relatively effective. Open access to information through forums, social media, and regular meetings; high compliance with group rules; as well as resource support in the form of training, mentoring, and production facilities serve as the main strengths. External factors such as village government regulations, support from the village head, and a culture of gotong royong (mutual cooperation) further strengthen the program's sustainability. However, challenges remain, including limited production facilities, fluctuating raw material prices, and uneven participation among members. The program has proven to increase supplementary income, technical skills, self-confidence, and women's social positions, although it has not yet fully transformed their overall economic independence.

In conclusion, the study finds that the implementation of the Desa Prima Program in Putat Village has become an effective instrument for women's empowerment. This success is achieved through the synergy between internal group factors and external institutional support. Nevertheless, the program still requires strengthened facilities, diversified training, and adaptive strategies to ensure sustainability and competitiveness in the future.

Keywords: Desa Prima, policy implementation, women's empowerment, Kalurahan Putat