

INTISARI

Peranan kaum perempuan dalam menopang perekonomian semakin berkembang yang mampu bergerak di bidang profesi maupun dunia usaha yang bertujuan untuk menggerakkan perekonomian keluarga. Program Desa PRIMA (Perempuan Indonesia Maju Mandiri) bertujuan untuk meningkatkan kualitas hidup perempuan sekaligus mengentaskan kemiskinan. Penelitian ini bertujuan untuk mengetahui dampak Program Desa PRIMA terhadap peningkatan ekonomi rumah tangga di Daerah Istimewa Yogyakarta sekaligus untuk mengetahui besarnya perubahan ekonomi rumah tangga sebagai dampak dari program Desa PRIMA terhadap peningkatan ekonomi rumah tangga di Daerah Istimewa Yogyakarta.

Penelitian ini menggunakan alat analisis *Difference in Difference* dengan membandingkan kelompok yang dikenai intervensi dengan kelompok yang tidak dikenai intervensi pada periode sebelum dan sesudah adanya kebijakan. Hasil analisis DiD diperoleh hasil terdapat perbedaan pendapatan pelaku usaha pada periode sebelum dan sesudah kebijakan sebesar 0,658 poin, perbedaan terhadap pemenuhan konsumsi rumah tangga sebesar 0,157 poin dan perbedaan perolehan omzet usaha perempuan sebesar 0,281 poin. Pengaruh variabel kontrol menunjukkan jumlah pendapatan perempuan dipengaruhi oleh jumlah anggota keluarga serumah dan jumlah pendapatan anak/anggota lain serumah. Konsumsi rumah tangga dipengaruhi jumlah anggota keluarga serumah dan jenis usaha perempuan. Sedangkan jumlah omzet usaha perempuan dipengaruhi signifikan oleh pendapatan anak/anggota keluarga lain. Ketiga variabel kontrol tersebut diketahui nilai signifikansinya kurang dari 5% dan kurang dari 10%.

Kata kunci: Program Desa PRIMA, *Difference in Difference*, Ekonomi Rumah Tangga

ABSTRACT

The role of women in sustaining the economy keeps growing and is able to move in the profession field as well as business industry that aims to stir family's economy. PRIMA Village Program (Perempuan Indonesia Maju Mandiri) aims to improve women's life quality as well as alleviating the poverty. This research aims to discover the impact of PRIMA Village Program toward the improvement of household economy in the Special Region of Yogyakarta and to find out the amount of household economic changes as the impact of PRIMA Village program toward the improvement of household economy in the Special Region of Yogyakarta.

The analysis tools used in this research is Difference in Difference by comparing the groups that are subjected intervention with the group that are not subjected intervention at the period before and after the policy. The result shows that there are difference in income of business actors in the period before and after the policy of 0,658 point, the difference in fulfilling household consumption of 0,157 point, and the difference in business turnover of women of 0,281 point. The effect of control variable indicates the amount of women's business income are influenced significantly by the number of family members at home and children/other family member's income. Household consumption are influenced significantly by the number of family members at home and type of women's business. Turnover of women are influenced significantly by children/other family members' income. The significant value of these third control variables are less than 5% and less than 10%.

Keywords: PRIMA Village Program, Difference in Difference, Household Economy