

ABSTRAK

Persentase penduduk miskin di Provinsi D.I Yogyakarta selalu mengalami penurunan, namun angka tersebut masih relatif tinggi apabila dibandingkan persentase kemiskinan secara nasional. Salah satu upaya yang dilakukan Pemerintah D.I Yogyakarta untuk mengatasi kemiskinan yaitu melalui Program Desa PRIMA yang dilaksanakan di setiap Kabupaten/Kota. Penelitian ini dilakukan untuk mengetahui persepsi responden terhadap tingkat efektivitas pelaksanaan Program Desa PRIMA, dampak pelaksanaan Program Desa PRIMA terhadap pendapatan perempuan, dan kontribusi pendapatan perempuan keluarga sebelum dan sesudah mengikuti Program Desa PRIMA. Dalam penelitian ini, menggunakan teknik pengumpulan data melalui wawancara dan kuesioner dengan populasi anggota Desa PRIMA Kelurahan Bumijo sebanyak 30 orang. Teknik analisis yang digunakan dalam penelitian ini yaitu rumus efektivitas program, uji wilcoxon, dan rumus kontribusi pendapatan tenaga kerja perempuan. Hasil analisis persepsi responden menyatakan bahwa Program Desa PRIMA sangat efektif untuk dilaksanakan. Disamping itu, Program Desa PRIMA juga memberikan dampak yang positif terhadap peningkatan pendapatan perempuan serta meningkatkan kontribusi pendapatan perempuan terhadap total pendapatan keluarga.

Kata Kunci: Dampak, Efektivitas, Kontribusi

ABSTRACT

The percentage of poor people in the Province of D.I Yogyakarta always decreases, but the figure is still relatively high when compared to the percentage of poverty nationally. One of the efforts made by the Government of D.I Yogyakarta to overcome poverty is through the Program Desa PRIMA implemented in each Regency/City. This research was conducted to find out the respondents' perceptions of the effectiveness of the Program Desa PRIMA, the impact of the implementation of the Program Desa PRIMA on women's income, and the contribution of income of family women before and after participating in the Program Desa PRIMA. In this study, using data collection techniques through interviews and questionnaires with a population of 30 people in Desa PRIMA Bumijo. The analysis technique used in this study is the program effectiveness formula, Wilcoxon test, and the formula for contributing female labor income. The results of the perceptual analysis of respondents stated that the Program Desa PRIMA was very effective to be implemented. In addition, the Program Desa PRIMA also provides a positive impact on increasing women's incomes and increasing women's income contribution to total family income.

Keywords: *Contributions, Effectiveness, Impact*