

INTISARI

Penelitian ini memiliki beberapa tujuan antara lain 1) Menjelaskan kondisi kelompok usaha pangan lokal yang ditinjau dari aspek kelembagaan, aspek ekonomi, aspek sosial, dan aspek lingkungan dan 2) Mengetahui keberlanjutan kelompok usaha pangan lokal yang ditinjau aspek kelembagaan, aspek ekonomi, aspek sosial, dan aspek lingkungan. Metode yang digunakan dalam penelitian ini adalah deskriptif dengan pendekatan kualitatif. Lokasi penelitian di Padukuhan Banyumeneng 2. Penentuan informan dilakukan dengan teknik informan bertujuan. Hasil penelitian menjelaskan Pendapatan kelompok masih dan modal kelompok masih rendah. Namun, kelompok belum mengetahui prosedur pengajuan bantuan modal kepada pemerintah desa. Peluang pasar kelompok yaitu geografis wilayah yang berada pada lingkungan wisata pantai sangat mendukung pemasaran produk. Namun, pemasaran kelompok secara *offline* maupun *online* belum optimal. Kelompok Banyumeneng Kompak II merupakan kelompok yang baru berdiri sehingga diperlukan pendampingan yang berkelanjutan karena kelembagaan kelompok masih lemah. Namun, masa pendampingan dari tim pengabdian DPKM UGM hanya berlangsung selama 2 tahun. Dukungan keluarga anggota kelompok masih rendah menyebabkan anggota kelompok menjadi kurang aktif dalam mengikuti kegiatan kelompok. Rendahnya dukungan keluarga dikarenakan kurangnya wawasan keluarga mengenai manfaat kegiatan kelompok selain mendapatkan penghasilan tambahan.

Kata Kunci : Keberlanjutan kelompok, Kelompok Usaha, Pangan Lokal

ABSTRACT

This study has some purposes, such as 1) To explain the condition of local food business group viewed from the aspects of its institutional, economic, social and environmental and 2) To find out the sustainability of local food business group viewed from those aspects of its institutioanal, economic, social and environmental. The method used in this study is a descriptive method by employing a qualitative approach. The location of study is specifically located in the sub-village of Banyumeneng 2. The determination of interviewees has been done by a technique of purposive informan. The result of study has found out that the group income as well as capital are still low. Yet, the group has been lack of knowledge about the procedure of proposing for a capital assistace to the village government. The market opportunity of the group which is geographically located in the beach tourism environment has been very supporting for the product marketing. Yet, the marketing has not been done optimally by the group both off line or online. The group of Banyumeneng Kompak II is a new established group, and therefore it requires a sustainable assistance since the group institution is still weak. Yet, the term of assistance by the community service team of DPKM UGM has been done for only two years. The family support of the group members are still low which has caused the group members become less active in joining the group activities. The lack of family support seems to have been resulted from the lack of understanding about the advantage of the group activities other than getting additional income.

Keywords : Group Sustainability, Business Group, Local Food