

## Abstrak

Penelitian ini bertujuan untuk : 1) Melakukan evaluasi pelatihan pengolahan udang *by product* serta mengetahui dampak pelatihan terhadap pengetahuan, keterampilan, dan sikap peserta program pelatihan; dan 2) Mengetahui tingkat penerimaan konsumen terhadap produk hasil olahan udang *by product* hasil pelatihan. Penelitian dilaksanakan pada Januari-Mei 2016. Model evaluasi yang digunakan adalah *Reaction, Learning, Behavior* dan *Result* (4 level) yang dikembangkan oleh Kirkpatrick (1996). Analisis data yang digunakan adalah jenis deskriptif kualitatif dan kuantitatif. Responden ditentukan secara *purposive* yakni peserta pelatihan dari KUB Ulam Arum Sari yang mengikuti program pelatihan pengolahan udang *by product* dari tim pengabdian masyarakat Departemen Perikanan UGM. Jumlah responden sebanyak 27 orang untuk level *reaction* dan level *learning*, serta 5 orang untuk level *behavior* dan *result*. Metode pengumpulan data menggunakan kuesioner, wawancara, uji kinerja (*performance test*), dan uji kesukaan konsumen (uji hedonik) dengan panelis tidak terlatih sebanyak 80 panelis. Hasil penelitian menunjukkan bahwa secara umum program pelatihan memberikan dampak positif bagi peserta pelatihan dengan persentase level *reaction* sebesar 74% dengan kategori baik, level *learning* kategori baik 56%, wawancara yang dilakukan untuk level *behavior* menunjukkan adanya perubahan sikap positif, dan untuk level *result*, menunjukkan adanya perubahan keterampilan peserta dan tingkat penerimaan konsumen terhadap produk udang krispi hasil pelatihan pada umumnya disukai konsumen remaja dan dewasa dengan sampel yang paling disukai adalah 981.

Kata kunci : evaluasi, pelatihan, KUB Ulam Arum Sari, udang krispi

### *Abstract*

This study aims : 1) to evaluate the training program of of shrimps by-product processing and observe the influence of the program towards the knowledge, skills and attitude of participants, and 2) to know the consumer preference process of shrimp products resulted from the training program. The research was conducted during January to May 2016. The evaluation model used is Reaction, Learning, Behavior and Result (4 levels) that developed by Kirkpatrick (1996). A Analysis of the data was done in qualitative and descriptive quantitative method. Respondent were chosen purposively from KUB Ulam Arum Sari members who attended training programs held by Department of Fisheries UGM community service team. Later on the amount of respondents were 27 people for reaction and learning level, and 5 people for behavior and result level. Data were collected using questionnaires, interviews, performance test and consumers preference (hedonic test) upon 80 untrained panelists. The results of study show that in general the level of reaction of 74% with good category, and the level of learning with good category 56%. Based on the interviews conducted on the level of behavior showed their positive attitude changes, and the level of result showed a change in the skills of participants consumers acceptance of crispy shrimp product are generally preferred by teens and adults consumers with the most preferred was 981.

Keywords: evaluation, training, KUB Ulam Arum Sari, crispy shrimp