

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh faktor organisasi dan faktor individu secara langsung terhadap kinerja penyuluh sosial dan tidak langsung terhadap partisipasi masyarakat melalui kinerja penyuluh sebagai variabel mediasi, mengetahui efek moderasi *sense of humor* penyuluh pada pengaruh kinerja penyuluh terhadap partisipasi masyarakat. Penelitian ini menerapkan metode *survey* kuantitatif dengan melibatkan semua populasi fungsional dan calon fungsional penyuluh sosial sebanyak 149 responden yang bekerja di Kementerian Sosial dan Dinas Sosial di Seluruh Indonesia. Tingkat partisipasi responden sebesar 83,2%. Pengumpulan data menggunakan kuesioner dengan teknik penskalaan likert. Data dianalisis dengan Pemodelan Persamaan Struktur (SEM) program AMOS. Hasil penelitian menemukan pengaruh positif faktor organisasi terhadap kinerja penyuluh sosial, pengaruh positif kinerja penyuluh sosial terhadap partisipasi masyarakat, pengaruh positif faktor organisasi terhadap partisipasi masyarakat yang dimediasi oleh kinerja penyuluh sosial, pengaruh positif kinerja penyuluh sosial terhadap partisipasi masyarakat yang dimoderasi oleh *sense of humor* penyuluh. Tidak ditemukan pengaruh faktor individu terhadap kinerja penyuluh sosial dan terhadap partisipasi masyarakat baik secara langsung maupun tidak langsung. *Sense of humor* Penyuluh Sosial memfasilitasi suasana dan interaksi yang kondusif melalui transmisi afek positif diantara Penyuluh dengan anggota masyarakat dan sesama mereka, sehingga meningkatkan atensi dan partisipasi masyarakat pada program kesejahteraan sosial yang ditawarkan.

Kata kunci: kinerja; penyuluh sosial, *sense of humor*, partisipasi masyarakat.

## **ABSTRACT**

*The study is aimed to determine the influence of organizational factors and individual factors directly to the performance of social extension workers and indirectly to the community participation through the performance of social extension workers as mediating variable; determine the moderating effects of extension workers' sense of humor on the influence performance of social extension workers to the community participation. This research applied quantitative survey methods by involving all population functional and the candidates of functional social extension workers as much as 149 respondents working in the Ministry of Social Affairs and Social Service in Indonesia. The participation rate amounted to 83.2% of respondents. Gathering data using questionnaires with Likert scaling technique. Data were analyzed by the Structural Equation Modeling (SEM) with AMOS software program. The study found a positive influence organizational factors on the performance social extension workers, positive influence on the performance of social extension workers to community participation, positive influence of organizational factors on community participation that is mediated by the performance of social extension workers, positive influence of the performance social extension workers to community participation that is moderated by social extension workers' sense of humor. It is not found the influence of individual factors on the performance of social extension workers and on community participation, neither directly or indirectly. Social extension workers' sense of humor facilitates conducive atmosphere and interaction with affect positive transmission between extension workers to community and their fellow members, thereby increasing the attention and participation in social participation in social welfare programs are offered.*

*Keywords: performance, social extension workers, sense of humor, community participation.*