

ABSTRAK

MARHAMAH, NPM: 20.22.079, Judul "PEMBERDAYAAN MASYARAKAT MELALUI KELOMPOK TANI MEKAR SARI II DI DESA PELANJUNGAN SARI KECAMATAN BANJANG KABUPATEN HULU SUNGAI UTARA" Dibawah bimbingan Bapak Dr. Reno Afrian, S.Sos., M.AP. sebagai Pembimbing I dan Bapak M. Husaini, S.Sos, M.AP, sebagai Pembimbing II.

Penelitian ini dilandasi dengan latar belakang bahwa tidak adanya perencanaan kegiatan terstruktur dan terarah untuk meningkatkan potensi petani seperti rapat yang diadakan mendadak, kurangnya Peran ketua kelompok tani dalam meningkatkan partisipasi masyarakat untuk mengikuti pelaksanaan atau pertemuan pendampingan pertanian dalam rangka pemberdayaan kelompok tani. Tidak adanya evaluasi yang dilakukan oleh ketua kelompok tani maupun pendamping pertanian untuk mengetahui permasalahan yang dihadapi petani dan apa yang dibutuhkan oleh petani. Tujuan penelitian ini untuk mengetahui bagaimana pemberdayaan masyarakat melalui Kelompok Tani Mekar Sari II di Desa Pelanjungan Sari Kecamatan Banjang Kabupaten Hulu Sungai Utara.

Pendekatan yang digunakan dalam penelitian ini adalah penelitian kualitatif dengan tipe deskriptif-kualitatif. Sumber data diambil melalui *purposive sampling* adalah teknik pengambilan sampel sumber data dengan pertimbangan dengan 13 informan. Teknik pengumpulan data adalah wawancara, observasi dan dokumentasi. Setelah data terkumpul kemudian dianalisis dengan teknik Kondensasi, Penyajian Data, Penarikan Kesimpulan. Uji kredibilitas data adalah Perpanjangan Pengamatan, Meningkatkan ketekunan, Triangulasi, Analisis Kasus Negatif, Menggunakan Bahan Referensi, Mengadakan *Membercheck*.

Pemberdayaan masyarakat melalui Kelompok Tani Mekar Sari II di Desa Pelanjungan Sari Kecamatan Banjang Kabupaten Hulu Sungai Utara, belum optimal. Hal ini dapat dinilai dari enam indikator: Pertama, *Enabling* yang memiliki indikator mengembangkan potensi sesuai dan memotivasi/mendorong keikutsertaan masyarakat belum sesuai. Kedua, *Empowering* yang memiliki indikator penyediaan berbagai kebutuhan belum sesuai dan pemberian peluang kepada setiap masyarakat sesuai. Ketiga, *Protecting* yang memiliki indikator membela kepentingan masyarakat dan melindungi kepentingan masyarakat belum sesuai. Faktor yang mempengaruhi, Faktor Pendukung yaitu Budaya Bertani dan Tujuan yang sama. Faktor penghambat, Sumber Daya Manusia dan Waktu Pelaksanaan.

Kepada Pendamping Pertanian diharapkan agar dapat memberikan masukan dan arahan kepada ketua kelompok terkait kinerjanya agar lebih dioptimalkan. Ketua kelompok tani Mekar Sari II diharapkan agar bisa meningkatkan kinerjanya dalam mengurus kelompok tani dan juga mengelola kegiatan pemberdayaan masyarakat. Anggota kelompok tani Mekar Sari II diharapkan untuk ikut serta dalam pelaksanaan kegiatan pemberdayaan baik dalam tahap perencanaan, kehadiran maupun penerapan inovasi pertanian.

ABSTRACT

MARHAMAH, Student ID: 20.22.079. COMMUNITY EMPOWERMENT THROUGH THE MEKAR SARI II FARMERS GROUP IN PELANJUNGAN SARI VILLAGE, BANJANG DISTRICT, HULU SUNGAI UTARA REGENCY. Supervised by Dr. Reno Afrian, S.Sos., M.AP. as Supervisor I and M. Husaini, S.Sos., M.AP. as Supervisor II.

This study was conducted based on the fact that there was no structured and systematic planning of activities aimed at enhancing farmers' potential, as meetings were often held without prior planning. In addition, the role of the head of the farmers group in encouraging community participation in agricultural extension activities and meetings as part of the community empowerment process remained inadequate. Furthermore, neither the head of the farmers group nor the agricultural extension worker had conducted regular evaluations to identify the problems faced by farmers and to determine their needs. Therefore, this study aims to examine community empowerment through the Mekar Sari II Farmer Group in Pelanjungan Sari Village, Banjang District, Hulu Sungai Utara Regency, as well as to identify the factors influencing its implementation..

This study aims to analyze community empowerment through the Mekar Sari II Farmer Group in Pelanjungan Sari Village, Banjang District, Hulu Sungai Utara Regency. This research employed a qualitative approach with a descriptive qualitative design. Data were collected using purposive sampling involving 13 informants. The data collection techniques consisted of interviews, observations, and documentation. The collected data were analyzed using the stages of data condensation, data display, and conclusion drawing. The credibility of the data was ensured through prolonged engagement, increased persistence, triangulation, negative case analysis, the use of reference materials, and member checking.

The findings indicate that community empowerment through the Mekar Sari II Farmer Group has not been optimal. This was assessed based on six indicators. First, the enabling dimension, which includes developing community potential and motivating community participation, has not been implemented optimally. Second, the empowering dimension shows that the provision of community needs has not been adequately fulfilled, although providing opportunities for community participation has been implemented appropriately. Third, the protecting dimension, which includes advocating for and safeguarding community interests, has not yet been optimally implemented. Factors supporting community empowerment include the community's farming culture and shared objectives among group members. Meanwhile, the inhibiting factors consist of limited human resources and time constraints in program implementation.

This study recommends that agricultural extension workers provide guidance and constructive feedback to the farmer group leader to improve organizational performance. The leader of the Mekar Sari II Farmer Group is expected to enhance leadership and management in implementing community empowerment activities. Furthermore, group members are encouraged to actively