

ABSTRAK

HAYAT, NPM :2022184, Judul “EFEKTIVITAS PROGRAM PEMBERDAYAAN PEREMPUAN KEPALA KELUARGA (PEKKA) DI DESA KAYAKAH KECAMATAN AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA” dibawah bimbingan Bapak Dr. Irza Setiawan, S.Sos, M.AP. sebagai Pembimbing I dan Bapak Dr. Agus Surya Dharma, S.Sos. M.Ap. sebagai Pembimbing II.

Program Pemberdayaan Perempuan Kepala Keluarga (PEKKA) merupakan salah satu program pemberdayaan masyarakat yang bertujuan meningkatkan kemandirian perempuan kepala keluarga melalui penguatan kapasitas ekonomi, sosial, dan organisasi. Program ini menjadi bagian dari implementasi kebijakan pemberdayaan perempuan yang dilaksanakan di tingkat desa. Penelitian ini bertujuan untuk menganalisis efektivitas pelaksanaan Program PEKKA di Desa Kayakah Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara serta mengidentifikasi faktor-faktor yang mempengaruhi efektivitas program tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. 12 Informan penelitian meliputi Seknas PEKKA, pemerintah desa, pendamping program, tokoh masyarakat, serta anggota kelompok PEKKA. Analisis data dilakukan dengan menggunakan teori efektivitas program menurut Richard M. Steers yang meliputi sepuluh indikator, yaitu pencapaian tujuan, sasaran, waktu, tenaga, biaya, fasilitas, output, perubahan, kebutuhan, dan lingkungan eksternal.

Hasil penelitian menunjukkan bahwa pelaksanaan Program PEKKA di Desa Kayakah berada pada kategori cukup efektif. Hal ini ditunjukkan oleh tercapainya tujuan program, ketepatan sasaran penerima manfaat, serta adanya peningkatan keterampilan dan perubahan sikap anggota kelompok. Namun demikian, efektivitas program masih menghadapi beberapa kendala, antara lain keterbatasan waktu anggota akibat pekerjaan dan tanggung jawab rumah tangga, kondisi lingkungan, keterbatasan fasilitas pemasaran, serta keterbatasan pendanaan program. Adapun faktor pendukung efektivitas program meliputi dukungan pemerintah desa, peran pendamping program, dukungan Seknas PEKKA, motivasi anggota, serta dukungan dari tokoh masyarakat.

Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa Program PEKKA di Desa Kayakah telah dilaksanakan cukup efektif sebagai upaya pemberdayaan perempuan kepala keluarga. Namun demikian, pelaksanaan program masih memerlukan peningkatan, terutama dalam aspek intensitas pendampingan, penyediaan fasilitas pendukung, serta pengembangan strategi pemasaran hasil kegiatan kelompok. Oleh karena itu, diperlukan penguatan peran pendamping, dukungan berkelanjutan dari pemerintah desa, serta peningkatan partisipasi anggota agar efektivitas pelaksanaan Program PEKKA dapat lebih optimal.

Kata Kunci: Efektivitas Program, Implementasi Kebijakan, Pemberdayaan Perempuan, PEKKA.

ABSTRACT

HAYAT, NPM : 2022184, Title “EFFECTIVENESS OF WOMEN HEADS OF FAMILY (PEKKA) EMPOWERMENT PROGRAM IN KAYAKAH VILLAGE, AMUNTAI SELATAN DISTRICT, HULU SUNGAI UTARA REGENCY” under the guidance of Dr. Irza Setiawan, S.Sos, M.AP. as Advisor I and Mr. Agus Surya Dharma, S.Sos. M.Ap. as Advisor II.

The Women-Headed Household Empowerment Program (PEKKA) is a community empowerment program implemented as part of public policy in the field of women's empowerment at the village level. This program aims to enhance the independence of women heads of households through the strengthening of economic, social, and organizational capacities. This study aims to analyze the effectiveness of the implementation of the PEKKA Program in Kayakah Village, South Amuntai District, Hulu Sungai Utara Regency, as well as to identify the factors influencing the program's effectiveness.

This study employed a qualitative approach with a descriptive method. Data collection techniques were conducted through interviews, observations, and documentation. The study involved 12 informants, including representatives from the PEKKA National Secretariat, village government officials, program facilitators, community leaders, and members of PEKKA groups. Data analysis was carried out using Richard M. Steers' program effectiveness theory, which consists of ten indicators: goal attainment, target accuracy, time, workforce, cost, facilities, output, change, needs, and external environment.

The findings indicate that the implementation of the PEKKA Program in Kayakah Village is categorized as moderately effective toward effective. This condition is reflected in the achievement of program objectives, appropriate targeting of beneficiaries, and improvements in members' skills and attitudes. However, the effectiveness of the program is still constrained by several factors, including limited time availability due to work and household responsibilities, environmental conditions, limited marketing facilities, and funding constraints. Supporting factors include village government support, the role of program facilitators, support from the PEKKA National Secretariat, members' motivation, and community support.

Based on the findings of this study, it can be concluded that the PEKKA Program in Kayakah Village has been implemented as moderately effective toward effective as an effort to empower women heads of households. However, the implementation of the program still requires improvement, particularly in terms of the intensity of facilitation, the provision of supporting facilities, and the development of marketing strategies for group activity outputs. Therefore, strengthening the role of program facilitators, ensuring continuous support from the village government, and increasing members' participation are necessary to enhance the overall effectiveness of the PEKKA Program.

Keyword: Program Effectiveness, Policy Implementation, Women Empowerment, PEKKA.