

ABSTRAK

NUR SHAKKILA, NPM: 2022431, JUDUL "PENGARUH EFEKTIVITAS PELATIHAN PEMBUATAN JAMU TERHADAP PARTISIPASI MASYARAKAT DI DESA PALIAT KECAMATAN KELUA KABUPATEN TABALONG". Di bawah bimbingan Ibu Siti Raudah, S.Sos., M.AP., CHCM., CELM sebagai Pembimbing I dan Ibu Norhidayah, S.Sos., M.A. sebagai Pembimbing II.

Pelatihan pembuatan jamu merupakan salah satu upaya pemberdayaan masyarakat. Dalam pelaksanaannya, masih terdapat beberapa permasalahan di Desa Paliat, seperti pemanfaatan hasil pelatihan yang belum optimal karena produksi dan penjualan jamu hanya dilakukan ketika terdapat permintaan. Selain itu, pelatihan hanya dilaksanakan satu kali tanpa adanya pelatihan lanjutan sehingga keterampilan masyarakat belum berkembang secara berkelanjutan, dan masyarakat yang mengikuti pelatihan belum sepenuhnya mampu mengembangkan keterampilannya secara mandiri. Penelitian ini bertujuan untuk mengetahui pengaruh efektivitas pelatihan pembuatan jamu terhadap partisipasi masyarakat di Desa Paliat, Kecamatan Kelua, Kabupaten Tabalong.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Teknik pengambilan sampel menggunakan sampling jenuh (sensus), sehingga seluruh populasi yang terdiri atas aparat desa dan masyarakat yang mengikuti pelatihan pembuatan jamu di Desa Paliat dijadikan sebagai sampel penelitian dengan jumlah 38 responden. Teknik pengumpulan data dilakukan melalui kuesioner, observasi, dan dokumentasi. Analisis data menggunakan uji validitas, uji reliabilitas, analisis regresi linier sederhana, uji t, dan koefisien determinasi (R^2) dengan bantuan IBM SPSS Statistics versi 25.

Hasil penelitian menunjukkan bahwa efektivitas pelatihan pembuatan jamu berpengaruh positif dan signifikan terhadap partisipasi masyarakat. Hal ini dibuktikan dengan hasil uji t yang menunjukkan bahwa nilai t hitung sebesar 2,206 lebih besar daripada t tabel sebesar 2,028 pada taraf signifikansi 5%, sehingga hipotesis alternatif (H_a) diterima dan hipotesis nol (H_0) ditolak. Persamaan regresi linier sederhana yang diperoleh adalah $Y = 14,091 + 0,370X$. Hasil koefisien determinasi (R^2) menunjukkan nilai sebesar 0,119 atau 11,9%, yang berarti efektivitas pelatihan memberikan pengaruh sebesar 11,9% terhadap partisipasi masyarakat, sedangkan 88,1% dipengaruhi oleh faktor-faktor lain di luar penelitian ini.

Disarankan kepada Pemerintah Desa Paliat untuk melakukan pendampingan dan pembinaan secara berkelanjutan, menyelenggarakan pelatihan lanjutan secara berkala, serta memfasilitasi pengembangan dan pemasaran produk jamu sehingga keterampilan yang telah diperoleh masyarakat dapat dimanfaatkan secara optimal dan memberikan manfaat ekonomi yang berkelanjutan.

ABSTRACT

NUR SHAKKILA, NPM: 2022431, TITLE: "THE EFFECT OF THE EFFECTIVENESS OF HERBAL MEDICINE-MAKING TRAINING ON COMMUNITY PARTICIPATION IN PALIAT VILLAGE, KELUA DISTRICT, TABALONG REGENCY." This thesis was conducted the supervision of Mrs. Siti Raudah, S.Sos, M.AP., CHCM, CELM as Supervisor I and Mrs. Norhidayah, S.Sos., M.A as Supervisor II.

Herbal medicine-making training is one of the community empowerment. In its implementation, there are still several problems in Paliat Village, such as the utilization of the training outcomes, which has not been optimal because the production and sale of herbal medicine are only carried out when there is demand. In addition, the training was conducted only once without any follow-up training, so that the community's skills have not developed sustainably, and the community members who participated in the training have not been fully able to develop their skills independently. This study aims to determine the effect of the effectiveness of herbal medicine-making training on community participation in Paliat Village, Kelua District, Tabalong Regency.

This study employed a quantitative method with an associative approach. The sampling technique used was saturated sampling (census), in which the entire population consisting of village officials and community members who participated in the herbal medicine-making training in Paliat Village was selected as the research sample, totaling 38 respondents. Data were collected through questionnaires, observation, and documentation. Data analysis employed validity testing, reliability testing, simple linear regression analysis, the t-test, and the coefficient of determination (R^2) using IBM SPSS Statistics version 25.

The results of the study indicate that the effectiveness of herbal medicine-making training has a positive and significant effect on community participation. This is evidenced by the results of the t-test, which show that the calculated t-value of 2.206 is greater than the t-table value of 2.028 at a significance level of 5%, so that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. The simple linear regression equation obtained is $Y = 14.091 + 0.370X$. The coefficient of determination (R^2) shows a value of 0.119 or 11.9%, which means that the effectiveness of the training contributes 11.9% to community participation, while the remaining 88.1% is influenced by other factors outside this study.

It is recommended that the Paliat Village Government provide continuous assistance and guidance, conduct regular follow-up training, and facilitate the development and marketing of herbal medicine products so that the skills acquired by the community can be utilized optimally and provide sustainable economic benefits.