

ABSTRAK

KHALIFATUN NISA, NPM: 2022469, Judul " EFEKTIVITAS PROGRAM PELATIHAN PEMBUATAN SASISARANGAN DI DESA TELUK BAYUR KECAMATAN JUAI KABUPATEN BALANGAN ", di bawah bimbingan **Ibu Siti Raudah, S.Sos., M.AP.** sebagai **Pembimbing I** dan **Bapak Selamat Riadi, S.Sos, M.AP** sebagai **Pembimbing II.**

Penelitian ini bertujuan menganalisis efektivitas Program Pelatihan Pembuatan Sasirangan di Desa Teluk Bayur, Kecamatan Juai, Kabupaten Balangan. Permasalahan meliputi belum adanya tindak lanjut pascapelatihan, kurangnya penyebaran informasi, serta lemahnya pengawasan program. Penelitian juga mengidentifikasi faktor-faktor yang memengaruhinya

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Informan penelitian berjumlah 12 orang dengan teknik purposive sampling. Analisis data menggunakan kondensasi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data dilakukan melalui perpanjangan pengamatan, meningkatkan ketekunan, triangulasi, analisis kasus negatif, menggunakan bahan referensi, dan member check.

Hasil penelitian menunjukkan bahwa efektivitas Program Pelatihan Pembuatan Sasirangan di Desa Teluk Bayur, Kecamatan Juai, Kabupaten Balangan belum optimal. Pada aspek ketepatan sasaran, indikator kesesuaian sasaran tergolong baik karena peserta telah sesuai dengan target yang ditetapkan. Namun, indikator target program, sosialisasi, tujuan program, dan pemantauan masih berkategori kurang baik. Kondisi ini disebabkan belum adanya tindak lanjut berupa pendampingan, pembinaan, monitoring, dan evaluasi setelah pelatihan selesai. Selain itu, sosialisasi belum dilakukan secara maksimal sehingga pemahaman masyarakat mengenai tujuan dan manfaat program masih rendah. Koordinasi antara pemerintah desa, penyelenggara, dan peserta juga belum berjalan secara berkelanjutan, sehingga pelaksanaan program belum memberikan dampak yang optimal terhadap pengembangan keterampilan peserta. Faktor yang memengaruhi efektivitas program terdiri atas faktor pendukung dan penghambat. Faktor pendukung meliputi adanya program pemberdayaan masyarakat dari pemerintah desa, tingginya minat masyarakat mengikuti pelatihan, serta tersedianya sarana dan prasarana yang memadai. Sementara itu, faktor penghambat meliputi kurangnya kerja sama antara penyelenggara dan masyarakat setelah pelatihan, belum optimalnya sosialisasi, serta lemahnya koordinasi, monitoring, dan evaluasi. Akibatnya, tujuan program dalam meningkatkan keterampilan masyarakat melalui pelatihan pembuatan sasirangan belum tercapai secara maksimal.

Disarankan Pemerintah Desa Teluk Bayur meningkatkan sosialisasi, menyediakan anggaran yang memadai, serta melaksanakan pendampingan dan evaluasi berkelanjutan. Peserta pelatihan diharapkan terus mengembangkan keterampilan, meningkatkan kreativitas, dan memanfaatkan hasil pelatihan sebagai peluang usaha untuk meningkatkan kesejahteraan ekonomi.

Kata kunci: efektivitas program, pelatihan sasirangan, pemberdayaan masyarakat, pelatihan keterampilan.

ABSTRACT

KHALIFATUN NISA, Student ID Number: 2022469, Title: "EFFECTIVENESS OF THE SASISARANGAN MAKING TRAINING PROGRAM IN TELUK BAYUR VILLAGE, JUAI DISTRICT, BALANGAN REGENCY," under the guidance of Ms. Siti Raudah, S.Sos., M.AP. as Supervisor I and Mr. Selamat Riadi, S.Sos., M.AP. as Supervisor II.

This study aims to analyze the effectiveness of the Sasirangan Making Training Program in Teluk Bayur Village, Juai District, Balangan Regency. Problems include the lack of post-training follow-up, lack of information dissemination, and weak program supervision. The study also identifies influencing factors.

This study uses a qualitative approach with a descriptive research type. Data collection techniques include observation, interviews, and documentation. Twelve informants were recruited using a purposive sampling technique. Data analysis used data condensation, data presentation, and conclusion drawing. Data credibility was tested through extended observation, increased diligence, triangulation, negative case analysis, use of reference materials, and member checking.

The results showed that the effectiveness of the Sasirangan Making Training Program in Teluk Bayur Village, Juai District, Balangan Regency was suboptimal. In terms of target accuracy, the target suitability indicator was classified as good, as participants met the established targets. However, indicators for program targets, socialization, program objectives, and monitoring were still categorized as poor. This was due to the lack of follow-up in the form of mentoring, coaching, monitoring, and evaluation after the training concluded. Furthermore, socialization was not optimal, resulting in low community understanding of the program's objectives and benefits. Coordination between the village government, organizers, and participants was also not sustainable, resulting in program implementation not having an optimal impact on participant skill development. Factors influencing program effectiveness consisted of supporting and inhibiting factors. Supporting factors included the existence of a community empowerment program from the village government, high community interest in participating in the training, and the availability of adequate facilities and infrastructure. Meanwhile, inhibiting factors included a lack of cooperation between organizers and the community after the training, suboptimal socialization, and weak coordination, monitoring, and evaluation. As a result, the program's goal of improving community skills through sasirangan-making training has not been fully achieved.

The Teluk Bayur Village Government is recommended to increase outreach, provide adequate funding, and implement ongoing mentoring and evaluation. Training participants are expected to continue developing their skills, increasing their creativity, and utilizing the training outcomes as business opportunities to improve their economic well-being.

Keywords: *program effectiveness, sasirangan training, community empowerment, skills training.*