

ANALYSIS OF THE DEVELOPMENT OF WOMEN'S GROUP FARMERS (KWT) PROCESSING LOCAL AGRICULTURAL POTENTIALS IN JEMBER DISTRICT

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ABSTRACT

Local potential, namely wealth that has been provided by nature and man-made that can be utilized to meet family needs and increase family income. The Women Farmer Group whose activities are cultivating local potential are KWT Rengganis from Pakis Village, Panti District, KWT Nawasena from Karangpring Village, Sukorambi District, KWT Larasati and KWT Dewi Tirta from Andongsari Village, Ambulu District, Jember Regency . This study uses multiple linear regression analysis with 2 independent variables, 1 dependent variable and 1 intervening variable . This research was conducted to prove the hypothesis of the relationship between motivation (X1) and agricultural extension activities (X2) on the function of women farming groups (Z) and their impact on the empowerment of women farming groups (Y). Data analysis tests carried out included: validity test, reliability test, classical assumption test, multiple linear regression test and path analysis test. Factors that influence KWT empowerment include motivation and counseling activities. Motivation has a direct effect that is not significant on KWT empowerment. Extension activities can have a direct or indirect influence on KWT empowerment. The indirect effect of motivation on KWT empowerment can be through strengthening the KWT function which can support KWT empowerment. Based on path analysis, extension activities have a significant direct and indirect effect on KWT empowerment. Based on the descriptive analysis it can be seen that the KWT's level of empowerment is in forming and storming. Members still see themselves as individuals who come together to form groups.

Keywords: Motivation, Agricultural Extension Activities, Functions of KWT, Empowerment of KWT