

## ABSTRAK

**ELLEN. 2022. FUNGSI *OPINION LEADER* DALAM MENINGKATKAN ANGKA PARTISIPASI KASAR PENDIDIKAN ANAK USIA DINI. STUDI KASUS PADA *OPINION LEADER* DAN ORANG TUA DI DESA SUKAMULYA KECAMATAN TALEGONG KABUPATEN GARUT.** Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi, Tasikmalaya.

Anak yang terlahir ke dunia dianugerahi berbagai potensi dengan harapan dapat membawanya pada kesuksesan di kemudian hari, berdasarkan hal tersebut pendidikan penting dalam menjembatani seorang anak untuk mengembangkan potensi yang dimilikinya, ini arti pentingnya pendidikan bagi anak usia dini. Penelitian ini dilakukan karena rendahnya angka partisipasi kasar pendidikan anak usia dini di Desa Sukamulya. Tujuan penelitian adalah mengetahui fungsi *opinion leader* dalam meningkatkan angka partisipasi kasar pendidikan anak usia dini. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dengan wawancara, observasi, dan dokumentasi. Instrumen menggunakan wawancara dan observasi. Teknik analisis data menggunakan, reduksi data, dan penarikan kesimpulan. Penelitian berfokus pada fungsi *opinion leader* dalam meningkatkan angka partisipasi kasar pada pendidikan anak usia dini. Hasil penelitian terdapat fungsi-fungsi *opinion leader* berdasarkan perannya dimasyarakat, terdapat fungsi inisiasi yang dilakukan dengan edukasi mengenai pentingnya pendidikan anak usia dini, berdasarkan penelitian ada 328 anak dari rentang 0-6 tahun di Desa Sukamulya anak perempuan berjumlah 183 dan anak laki-laki berjumlah 145 anak data tersebut berasal dari data kependudukan, namun hanya 50% anak yang mendapatkan layanan pendidikan anak usia dini yakni sejumlah 164 anak, sedangkan yang banyak terserap oleh lembaga pendidikan anak usia dini dari rentang usia 3-6 tahun dengan jumlah 278 anak maka didapat presentase 58.9%, jika dibandingkan pada tahun 2021 yang hanya mencapai 54,5% ada peningkatan APK pendidikan anak usia dini yang terjadi di Desa Sukamulya sebesar 4,4%, sedangkan target capaian nasional sebesar 77.2%, maka disimpulkan bahwa *opinion leader* berperan untuk meningkatkan Angka Partisipasi Kasar Pendidikan Anak Usia Dini melalui 7 fungsinya.

**Kata Kunci:** *Opinion Leader*, Angka Partisipasi Kasar, Anak Usia Dini

## **ABSTRACT**

**ELLEN. 2022. THE FUNCTION OF OPINION LEADERS IN INCREASING THE GROSS PARTICIPATION RATE OF EARLY CHILDHOOD EDUCATION. CASE STUDY ON OPINION LEADERS AND PARENTS IN SUKAMULYA VILLAGE, TALEGONG DISTRICT, GARUT REGENCY.** *Comunnity Education Departement Faculty Of Science Teacher Training. Siliwangi University, of Tasikmalaya.*

*Children who are born into the world are endowed with various potentials in the hope of leading them to success in the future, based on this education plays an important role in bridging a child to develop his potential, this is the importance of education for early childhood. This research was conducted because of the low gross participation rate of early childhood education in Sukamulya Village. The purpose of this study is to determine the function of opinion leaders in increasing the gross participation rate of early childhood education. This research uses qualitative methods with a descriptive approach. Data collection techniques with interviews, observations, and documentation. The instruments used interviews and observations. The data analysis techniques used are data reduction, and drawing conclusions. This research focuses on the function of opinion leaders in increasing gross participation rates in early childhood education. The results of the research there are functions of opinion leaders based on their role in society, there is an initiation function carried out by providing education about the importance of early childhood education, Based on the results of the study, there were a total of 328 children from the range of 0-6 years in Sukamulya Village, girls totaling 183 and boys totaling 145 children, the data came from population data, but only 50% of children received early childhood education services, namely 164 children, Meanwhile, those that are widely absorbed by early childhood education institutions from the age range of 3-6 years with a total of 278 children get a percentage of 58.9%, when compared to 2021 which only reached 54.5% there was an increase in early childhood education APK that occurred in Sukamulya Village by 4.4%, and are still ahead of the national achievement target of 77.2%, then it is concluded that opinion leaders play a role in increasing the Gross Participation Rate of Early Childhood Education through its 7 functions.*

**Keywords: Opinion Leader, Gross Prticipation Rate, Early Childhood**