

**PENGARUH FAKTOR SOSIAL EKONOMI DAN MOTIVASI TERHADAP
PARTISIPASI ANGGOTA KELOMPOK WANITA TANI DALAM
PROGRAM PEKARANGAN PANGAN LESTARI
(KASUS DI KELURAHAN GUNUNGGEDE)**

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ABSTRAK

Sektor pertanian memiliki peran strategis dalam mendukung ketahanan pangan. Dalam mendukung hal tersebut pemerintah mengembangkan Program Pekarangan Pangan Lestari sebagai upaya pemberdayaan masyarakat melalui optimalisasi pemanfaatan pekarangan, khususnya melalui Kelompok Wanita Tani. Keberhasilan Program P2L sangat ditentukan oleh partisipasi aktif anggota KWT, yang dipengaruhi oleh faktor sosial ekonomi dan motivasi. Namun, di Kelurahan Gununggede terjadi penurunan jumlah anggota KWT dari tahun ke tahun yang berpotensi menghambat keberlanjutan program. Penelitian ini bertujuan untuk menganalisis bagaimana faktor sosial ekonomi, motivasi, dan partisipasi anggota KWT, serta menganalisis pengaruh faktor sosial ekonomi dan motivasi terhadap partisipasi anggota KWT dalam Program P2L. Penelitian dilaksanakan di KWT Afyussalam dan KWT Lestari dengan jumlah responden sebanyak 35 orang menggunakan metode sensus. Analisis data dilakukan melalui analisis deskriptif dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa karakteristik sosial ekonomi anggota KWT didominasi oleh pendidikan lulusan SD-SMP, pendapatan kurang dari Rp1.500.000 per bulan, jumlah tanggungan keluarga 4–6 orang, serta status pekerjaan non formal. Motivasi anggota KWT terhadap Program P2L tergolong tinggi, terdiri atas motivasi intrinsik dan motivasi ekstrinsik. Partisipasi anggota KWT juga berada pada kategori tinggi. Selain itu, hasil analisis regresi menunjukkan bahwa faktor sosial ekonomi dan motivasi berpengaruh signifikan terhadap partisipasi anggota KWT dalam Program P2L baik secara simultan maupun parsial.

Kata Kunci: Faktor Sosial Ekonomi, Motivasi, Partisipasi, Kelompok Wanita Tani (KWT), Program Pekarangan Pangan Lestari (P2L)

**THE INFLUENCE OF SOCIO-ECONOMIC FACTORS AND MOTIVATION
ON THE PARTICIPATION OF WOMEN FARMERS GROUP MEMBERS
IN PEKARANGAN PANGAN LESTARI PROGRAM
(CASE IN GUNUNGGEDE VILLAGE)**

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ABSTRACT

The agricultural sector plays a strategic role in supporting food security. To strengthen this role, the government has developed Pekarangan Pangan Lestari Program (P2L) as a community empowerment initiative through the optimization of household yards, particularly implemented through Women Farmers Groups (KWT). The success of the P2L Program is highly dependent on the active participation of KWT members, which is influenced by socio-economic factors and motivation. However, in Gununggede Village, the number of KWT members has declined from year to year, potentially hindering the sustainability of the program. This study aims to analyze socioeconomic factors, motivation, and participation of KWT members, and to analyze the influence of socioeconomic factors and motivation on the participation of KWT members in the P2L Program. The research was conducted in KWT Afyussalam and KWT Lestari with a total of 35 respondents using a census method. Data analysis was carried out using descriptive analysis and multiple linear regression analysis. The results of the study show that the socioeconomic characteristics of KWT members are dominated by elementary and junior high school education, income of less than Rp1.500.000 per month, 4-6 family dependents, and informal employment status. KWT members' motivation for the P2L Program is relatively high, consisting of intrinsic and extrinsic motivation. The participation of KWT members is also in the high category. In addition, the results of the regression analysis show that socioeconomic factors and motivation have a significant effect on the participation of KWT members in the P2L Program, both simultaneously and partially.

Keywords: Socio-economic Factors, Motivation, Participation, Women Farmers Group (KWT), Pekarangan Pangan Lestari Program (P2L)