

ABSTRAK

SAKINAH NURUL FATH, 2026. **Eksistensi Kelompok Wanita Tani (KWT) Mawarsari Kaitannya dengan Peningkatan Kondisi Sosial Ekonomi Masyarakat Kelurahan Argasari Kecamatan Cihideung Kota Tasikmalaya.** Jurusan Pendidikan Geografi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Penelitian ini dilakukan untuk mengetahui sejauh mana eksistensi Kelompok Wanita Tani Mawarsari kaitannya dengan kondisi sosial ekonomi masyarakat Kelurahan Argasari Kecamatan Cihideung Kota Tasikmalaya. Teknik pengumpulan data yang digunakan pada penelitian ini adalah teknik observasi, wawancara, kuisioner, dan studi dokumentasi. Sumber data pada penelitian ini diperoleh dari, Ketua Kelompok Wanita Tani Mawarsari, Anggota Kelompok Wanita Tani Mawarsari, Penyuluh Pertanian Kota Tasikmalaya, dan Lurah Kelurahan Argasari dengan menggunakan teknik *purposive sampling* dan *total sampling*. Teknik analisis data yang dilakukan pada penelitian ini menggunakan teknik kuantitatif sederhana, reduksi data, penyajian data, dan penarikan Kesimpulan atau verifikasi. Hasil penelitian menunjukkan bahwa eksistensi Kelompok Wanita Tani Mawarsari di Kelurahan Argasari Kecamatan Cihideung Kota Tasikmalaya dapat dilihat dari berbagai aktivitas, yaitu pelatihan & penyuluhan, budidaya tanaman, panen & pengolahan hasil panen, dan partisipasi dalam pasar. Aktivitas Kelompok Wanita Tani Mawarsari dapat meningkatkan kondisi sosial ekonomi masyarakat Kelurahan Argasari Kecamatan Cihideung Kota Tasikmalaya, dilihat dari peningkatan pendapatan, terpenuhinya kebutuhan konsumsi, peningkatan keterampilan & pengetahuan, dan peningkatan interaksi sosial & peran perempuan di lingkungan masyarakat.

Kata Kunci : Eksistensi, Kelompok Wanita Tani, Pertanian, Sosial Ekonomi

ABSTRACT

SAKINAH NURUL FATH, 2026. *The Existence of the Mawarsari Women's Farmers Group (KWT) in Relation to the Improvement of the Socioeconomic Conditions of the Community in Argasari Village, Cihideung District, Tasikmalaya City*. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

This study was conducted to determine the extent to which the existence of the Mawarsari Women's Farmers Group is related to the socioeconomic conditions of the community in Argasari Village, Cihideung District, Tasikmalaya City. Data collection techniques used in this study were observation, interviews, questionnaires, and documentation studies. Data sources in this study were obtained from the Chairperson of the Mawarsari Women's Farmers Group, members of the Mawarsari Women's Farmers Group, Agricultural Extension Officers of Tasikmalaya City, and the Head of Argasari Village using purposive sampling and total sampling techniques. Data analysis techniques used in this study used simple quantitative techniques, data reduction, data presentation, and conclusion drawing or verification. The results of the study indicate that the existence of the Mawarsari Women's Farmers Group in Argasari Village, Cihideung District, Tasikmalaya City can be seen through various activities, namely training and counseling, crop cultivation, harvesting and processing of crops, and participation in markets. The activities of the Mawarsari Women's Farmers Group can improve the socio-economic conditions of the Argasari Village community, Cihideung District, Tasikmalaya City, as seen from increased income, fulfilled consumption needs, improved skills and knowledge, and increased social interaction and the role of women in the community.

Keywords: *Existence, Women's Farmers Group, Agriculture, Socio-Economics*