

## The Effectiveness Program of Agricultural Product Processing Development Service Unit

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### **ABSTRACT**

*The program of Agricultural Product Processing Development Service Unit (UP3HP) implemented by the government in Pulorejo Village, Ngoro District, Jombang Regency is a mechanism for empowering business actors with the aim of facilitating the growth of small and household handicraft management industries. This study aims to examine the level of effectiveness of the UP3HP Program in Pulorejo Village and to analyze the correlation between the characteristics of the UP3HP Program members and the level of effectiveness of the UP3HP Program. The research was conducted in Pulorejo Village, Ngoro District, Jombang Regency. Respondents were determined through a census technique that was distributed to 30 members of the UP3HP Program participants. The level of effectiveness of the UP3HP Program in Pulorejo Village was very high as evidenced by the presence of 63.33% of respondents who stated that the level of effectiveness of the UP3HP Program in Pulorejo Village was high. Meanwhile, the results of the correlation test between the characteristics of the UP3HP Program members and the level of effectiveness of the UP3HP Program as a whole showed no correlation..*

**Keywords:** *Effectiveness, Community Empowerment, UP3HP.*

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### **INTRODUCTION**

The agricultural sector is one of the main livelihoods for the Indonesian people. However, the level of welfare of farmers as economic actors is still very low, as evidenced by low income. This is because the income earned is not proportional to the cost of agricultural production. The comparison between the index of prices received by farmers and the index of prices paid by farmers is called the Farmer Exchange Rate (NTP). Data from Bappeda Jombang (2011) noted that the average exchange rate of farmers in Jombang Regency in 2011 was 97.87. Meanwhile, in Ngoro District it was 97.63. This value is considered low compared to NTP in various other districts in Jombang Regency.

Based on the above problems, there needs to be a real effort from the government to show the government's concern for the economic problems of the community. This concrete effort can be realized through the Agricultural Product Processing Development Service Unit (UP3HP) Program. Dirljen BPPHP Ministry of Agriculture (2002) states that the Agricultural Product Processing Development Service Unit (UP3HP) is a business actor empowerment mechanism that aims to facilitate the growth of small and household handicraft management industries. The purpose of this program is as an effort to facilitate agricultural product processing business actors. Through the UP3HP Program, it is hoped that later on, it will be able to apply quality management, management of the application of appropriate technology and facilitate access to processing facilities and capital and product marketing.

Pulorejo Village is one of the villages in Jombang Regency which is the target of the Agricultural Product Processing Development Service Unit (UP3HP) Program from the Ministry of Agriculture which started in 2015. The program's members consist of 30 people including members of the Pulorejo Farmer Group Association in Pulorejo Village, which are spread out in 7 hamlets namely Pulorejo Hamlet, Bakalan Hamlet, Katerban Hamlet, Bodo Hamlet, Santren Hamlet, Kwangen Hamlet, and Banjarpoh Hamlet. The products produced are in the form of processed crops from the community's yards which are processed into ready-to-consume products in the form of melinjo chips, dissolved chips, puli crackers,

samiler and others. Each UP3HP Program member gets production equipment in the form of a flatter, steamer and stove from the government. Meanwhile, the raw materials for production come from the farm crops of the UP3HP Program members themselves.

The UP3HP program, which has been running for about 3 years, is still actively being carried out by the members. According to the community, who is a member of the UP3HP Program, this program is very useful for improving the community's economy. The existence of problems as mentioned above is a concern for researchers to be able to assess how much the level of effectiveness and how the correlation between the factors that affect the Agricultural Product Processing Development Service Unit Program (UP3HP) in Pulorejo Village, Ngoro District, Jombang Regency.

This study aims to examine the level of effectiveness of the Agricultural Product Processing Development Service Unit (UP3HP) Program of the Pulorejo Farmer Group Association and to analyze the correlation between the characteristics of the members of the Agricultural Product Processing Development Service Unit (UP3HP) Program and the effectiveness of the Agricultural Product Processing Development Service Unit (UP3HP) in Pulorejo Village..

## **METHOD**

The basic method used in this quantitative research is descriptive method. Descriptive method is a method in examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present (Nazir, 1988). Descriptive method aims to make systematic, factual and accurate descriptions, descriptions or paintings of the facts, characteristics and relationships between the phenomena being investigated. The data collection method in this study uses several methods such as direct observation or observation, interviews, a list of questions or questionnaires and recording sources of information from literature and related agencies.

## **RESULT AND DISCUSSION**

Pulorejo Village is one of the villages in Jombang Regency which is the target of the UP3HP program. The UP3HP program in Pulorejo Village has been running for about 3 years starting in 2015. The UP3HP program in Pulorejo Village is run by UP3HP members who are members of the Pulorejo Farmer Group Association (Gapoktan). Gapoktan Pulorejo was established on August 27, 2007 with the aim of prospering farmers in the Pulorejo Village area. Gapoktan Pulorejo has a vision that is towards prosperous and prosperous farmers with the mission of making farmer groups a learning class, farmer groups as a vehicle for member cooperation and turning farmer groups into production units. The majority of products produced by UP3HP program members are melinjo chips. In addition, there are products in the form of jelarut chips, puli crackers, samiyer, banana chips and others. Most of the products produced are made from the crops of the UP3HP program members' yards themselves which are processed in such a way as to make snacks. The capital provided by the government for UP3HP Program members is in the form of 20 pieces of flat equipment, 10 pieces of steamer and 10 stoves. Each UP3HP Program member gets 1 production equipment according to the type of product produced.

Research on UP3HP activities carried out in Pulorejo Village, Ngoro District, Jombang Regency, involved 30 members of the UP3HP Program in Pulorejo Village. Respondents have several characteristics such as age, gender and education level. for the people of Pulorejo Village with a percentage of 100% of respondents answered strongly agree. Furthermore, for the second question, namely the suitability of the UP3HP Program with the resources in Pulorejo Village, 60% of the answers strongly agreed and 40% of the answers agreed. The UP3HP program in Pulorejo Village is also considered to be able to increase the income of the Pulorejo Village community, seen from the percentage of respondents who answered strongly agree 96.67% and the other 3.33% answered agree. Furthermore, for the fourth question, the community assessed that the UP3HP Program could not be followed by all levels of society with a percentage of disagreeing answers as much as 53.33%. Meanwhile, for the UP3HP program questions suitable for all age groups, 96.67% answered disagree and 3.33% answered agree. 10% or about 3 respondents who answered strongly agreed and 90% or 27 respondents answered that they agreed, so it can be concluded that the objectives of the UP3HP Program in Pulorejo Village are known to all program members. Furthermore, for questions regarding the provision of material for socialization of respondents who answered strongly agree as much as 6.67% or as many as 2 people and 93.33% others answered agree. Furthermore, for questions about program socialization assistance by the facilitator, 100% of respondents answered agree. Furthermore, the questions regarding the delivery of material were carried out by discussion as much as 86.67% or as many as 26 respondents answered agree

and the other 13.33% or as many as 4 people answered strongly agree. Whereas for questions regarding the delivery of program socialization supported by facilities and infrastructure, 100% of respondents answered agree. Based on the description above, it can be concluded that the majority of respondents agreed with the UP3HP program socialization facilities. The questions regarding the program objectives were divided into four questions, each of which answered mostly agree and strongly agree. Referring to the table above, it can be concluded that the majority of the community members of the UP3HP Desa Pulorejo Program agree with the objectives of the UP3HP Program, namely overcoming community economic problems, increasing community awareness to increase income, building community cooperation and collaboration and expanding relationships with market partners to allocate business results. Assessment of program monitoring on the activity monitoring question indicator is often carried out by the facilitator, routine monitoring is carried out by the facilitator and questions regarding the UP3HP Program are an ongoing activity each 100% of respondents answered agree. Furthermore, for the question whether the facilitator helped deal with the problem, 10% of respondents answered strongly agree and 90% answered agreed. In the question regarding the openness among UP3HP Program members regarding group funds, 53.33% of respondents answered disagree. This was because the UP3HP Program group funds were only known by the group leader without being notified to all group members so that the UP3HP Program members did not know how much funds were available. As for the indicator of program monitoring questions by government agencies, 100% of the members answered agree because the monitoring was carried out by the facilitator regularly with meetings between members being held every month. mostly.

## CONCLUSIONS

Based on the research that has been done, several conclusions can be drawn, including: The level of effectiveness of the Agricultural Product Processing Development Service Unit (UP3HP) Program in Pulorejo Village is considered very high. This can be seen from the data table of the results of the research which shows that 63.33% of the UP3HP Program members rated the level of effectiveness of the UP3HP Program in Pulorejo Village as high and 36.67% rated the level of effectiveness of the UP3HP Program in Pulorejo Village as moderate. This shows that the hypothesis is accepted, namely the Agricultural Product Processing Development Service Unit (UP3HP) Program in Pulorejo Village has been tested effective. The characteristics of UP3HP Program participants in general do not correlate with the level of effectiveness of the UP3HP Program. Because the age characteristics obtained a correlation coefficient of -0.05, which means that the relationship with the level of effectiveness is very weak. While the significance value obtained is 0.794. This figure is greater than  $\alpha$  (0.05), so it can be said that there is no significant relationship between age and the level of effectiveness of the UP3HP Program.

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