



Effectiveness of Featured Product of Rural Areas Program (Prukades) in Improving The Economy of Teluk Village Community Pandeglang Regency

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Abstract

The purpose of this study was to analyze on how the effectiveness of the Featured Product of Rural Areas Program (Prukades) in improving the economy of rural communities and to determine on how the level of success of Featured Product of Rural Areas Program (Prukades) in improving the economy of the community. This study used descriptive study with an analytical descriptive approach. The technique of collecting data was conducted by using interviews, observation and questionnaire. Respondents in this study were 23 respondents who are actively involved in Prukades with data analysis techniques that were used to measure the effectiveness of Prukades by using simple statistical methods and the submission of questions presented in the form of a questionnaire, then if the response is given a score. These results indicated that the program of Prukades in Teluk Village of Pandeglang Regency, included into the category of quite effective. Referring to the four indicators of the effectiveness used, that are the appropriate targeting, socialization, objectives and monitoring, the indicator of monitoring conducted by the part of DPMPD remains a constraint for the community, because even though it is regularly checked, people still do not feel the impact. And the success level of Prukades program is indicated by the absorption of 20 members who joined from three types of Prukades in Teluk Village.

Keywords: effectiveness, featured product of rural areas program, improving the economy.

I. INTRODUCTION

Featured Product of Rural Areas Program (Prukades) is one of the priority programs of the Ministry of Rural, Rural Development and Transmigration in 2018 that aimed at encouraging the capacity of rural economy and rural economic development, as well as become the focus of government of supradesa in realizing the autonomy ideals. In addition, Prukades formed to strengthen and expand economic businesses that are focused on one featured product in the area of the village and inter village that are managed through cooperation between the village of partnering with entrepreneurs and village-owned enterprises (Regulation of the Minister of Rural of PDTT Number 19 of 2017 About Priority Use of the Village Fund). Based on the official website of Kemendesa of PDTT, currently, the development of Prukades reaches 343 Prukades spread across 148 regencies with a total labor of 20 million people absorbed, with wages to be distributed of Rp. 353 trillion annually.

The partnership pattern of Featured Product of Rural Areas Program (Prukades) which covers the stages of availability of private, in charge of the field, and a cooperation agreement between the Ministry of Rural Development Rural and Transmigration, Regent and chief executive officer of the company. The pattern is expected to develop in accordance with the Article 83 of Law No. 6 of 2014 on the village mentioning that Rural area development undertaken in an effort to speed up and improve the quality of service, development, and community empowerment of Villages in Rural Region through participatory development approach.

Study on rural development through various model and development program has been implemented, such as (Purbantara, 2018) which discussed the Smart Village Model for Rural Development, and the study conducted by (Sururi, 2015) about empowering the community through infrastructure development program in improving the welfare of society, moreover, study conducted by (Masrur & Mabbruroh, 2019) about Prukades in improving the productivity of household handicraft industry.

Furthermore, study on rural tourism and its implications for resistance of social and cultural areas was done by (Agung & Andriyani, 2017) where one of the village development efforts through rural tourism to be one part of the work plan of Featured Product of Rural Areas Program (Prukades). Next (Yudanto, Raharjo, Ubed, Jaya, & Selatan, 2018) in the results of his study suggested about the increase of knowledge (cognitive) of community about Featured Product of Rural Areas Program (PRUKADES), online marketing, as well as the importance of a packaging and brand in a product. Moreover, in terms of affective (attitude), there is the willingness of people to work in a more collective which is based on the community of the village. In terms of psychomotor, participants can directly practice the online marketing that has been simulated.

From various studies, it can be concluded that rural development by empowering local resource potential has become one of the important agenda for the implementation of rural development programs. Nonetheless, the study on how the effectiveness of Featured Product of Rural Areas Program (Prukades) has not been done in depth, and therefore the focus of this study was to analyze the effectiveness of Featured Product of Rural Areas Program (Prukades) and how the level of success in improving the economy of community.

One potential village with a focus on the development of Prukades with a mix business types of fisheries and tourism called Mina Agro Wisata Prukadesa is Teluk Village, District of Labuan, Regency of Pandeglang. Teluk villages become focused regional centers to manage Prukades in this type of fish. According to data from the DPMPD of Pandeglang Regency from 2015 up to 2019, the area processing of Prukades with the processed fish reached 77.5 hectares with a

quantity of the capture of 95.000 tonnes per year and sales have reached the national area. However, based on the findings of the field, it was obtained information that the groups that manage this type of Prukades are still not having any clarity until now, related to ownership of the area as a business license area.

Then in favor of helping the process of saving the fish catches by the community, the Government of Pandeglang Regency has been providing facilities of depot ice cube with a great capacity and electric power up to tens of megawatts to help local residents lighting when there are nighttime arrests, but the lack of socialization and management of Regional Government cause such facilities are not running optimally. Besides, the lack of operationalization of local marketing location of Bumdes Mart or shelter houses produced by the community of Teluk village cause sales targets have not been reached optimally.

To measure the effectiveness of the community's economic development, there are four important components of appropriate program targeting, the socialization program, objectives and monitoring program (Subagyo, 2000 dalam Budiani 2007). Definition of effectiveness by Mahmudi (2007:92) deals with the relationship between the expected results with the actual results achieved, whereby the effectiveness is the relationship between the output goals. Effectiveness is generally a result of pre-planned goals. Goals are achieved for the activities process. According to Sedarmayanti (2006: 61) effectiveness is a measure that gives an idea of how far away the target can be achieved. The opinion states that the effectiveness of a measure that gives an idea of how far the target previously set by the agency can be reached, useful to see the development and progress achieved by an institution. Meanwhile, according to Peter F. Ducker, effectiveness in Moenir (2006:166) is doing or working on something right on target. The purpose of this study was to analyze the effectiveness of the Featured Product of Rural Areas Program (Prukades) in improving the economy of rural communities and how the level of success of the Featured Product of Rural Areas Program (Prukades) in improving the economy of the community.

II. RESEARCH METHODS

This study used descriptive study with analytical descriptive approach. Data was obtained through primary and secondary data. The primary data obtained through obtained interviews and secondary data that documents emanating from the source of news, articles, books, and journals related to the study. The technique of collecting data was conducted by using interviews, observation and questionnaire. Respondents in this study were 23 respondents who are actively involved in Prukades. Data analysis methods used to measure the effectiveness of Prukades by using simple statistical methods and the submission of questions presented in the form of a questionnaire, then if the response is given a score. Data analysis techniques that were used inductively are the conducted data analysis as qualitative researchers build patterns, categories, and themes from the bottom up (inductive). Effectiveness calculation formula is as follows:

$$\text{Effectiveness of Prukades} = \frac{\text{Realization}}{\text{Target}} \times 100\% \dots \dots (1)$$

Information:

Realization : Achievement of Featured Product of Rural Areas Program (Prukades)
Target : The success of the program in accordance with the Program Planning

The standard measure of the effectiveness based on the guideline of study and development of the Domestic Department, namely:

Table 1
Effectiveness Ratio and Achievement Level

Effectiveness Ratio Achievement Level

Effectiveness Ratio	Achievement Level
Under 40	Highly Ineffective
40 to 59.99	Ineffective
60 to 79.99	Quite Effective
Above 80	Very Effective

III. RESULT AND DISCUSSION

A. Effectiveness of Featured Product of Rural Areas Program (Prukades) in Improving Economy of Community

Prukades as one of the innovative programs of the government is a community-based development effort based on potential and local resources, social capital, local culture and local wisdom become an essential prerequisite of success in a regional development program (Sururi and Mulyasih 2017). In assessing the effectiveness level of Featured Product of Rural Areas Program in Teluk Village, District of Labuan, Regency of Pandeglang, in this study, the researchers combined the results of interviews (descriptive), and literature to test the effectiveness of the program by using a simple statistic of 23 respondents to the four indicators of the effectiveness of which is as follows;

1) Appropriate targeting

On this indicator, researchers focused on one of the most important parts of the establishment of a sustainable business that is the existence or location of a permanent production. Researchers continued to assess the results of discussions with over 23 informants (all members of Prukades), respondents associated to feedback on how the quality of appropriate targeting in this program and the results are as follows:

Table 2
Assessment Percentage on Appropriate Targeting No. Information Number of Respondents Percentage

No.	Information	Number of Respondents	Percentage
1	Right on target	19	82.61
2	Not on target	4	17.39
	Total	23	100

Source: Primary Data (processed by Researchers of 2019)

In table 2 above, it can be seen that as many as 19 respondents (members of prukades) or equivalent to 82.61 percent of the residents stated that the Featured Product of Rural Areas Program in Teluk Village has been right on target, while as many as 4 residents or by 17.39 percent stated that this program has not been or is not appropriate target. The number of members expressed the response that if this program has been targeted is because they are part of the citizens who elected to coordinate with the chairman and produce products that can be sold.

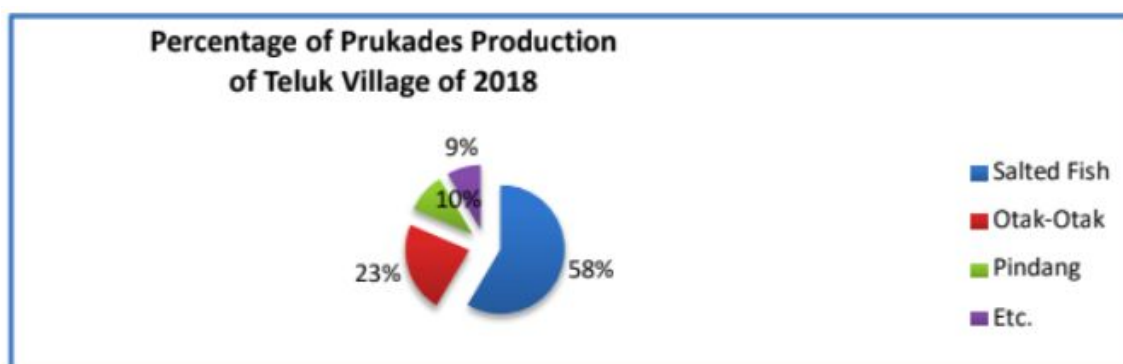


Chart 1 Percentage of Prukades Production Source: DPMPD and Researchers of 2019

Based on the Chart 1 above, currently, developments of Prukades in Teluk Village by 58% dominated for salted fish, 23% for otak-otak, 10% for pindang and 9% for other processed types.

2) Program Socialization

Based on the results displayed, on the indicator of program socialization, researchers considered that the Prukades program has been socialized from the agenda of musrenbangdes (bottom up) and for the authority to elect the head of Prukades, it is also submitted to the village head with the community of Teluk village democratically.

**Table 3
Assessment Percentage on Program Socialization**

No.	Information	Number of Respondents	Percentage
1	There is	16	69.57
2	There is no	7	30.43
	Total	23	100

Source: Primary Data (processed by Researchers of 2019)

Based on Table 3 above, it can be seen that as many as 16 respondents (members of prukades) or a total of 69.57 percent of the whole members of prukades got the socialization of the DPMPD of Pandeglang Regency regarding to the implementation of the program, the purpose of organized programs as well as all other matters related to program of prukades, while 7 persons or 30.43 percent stated that they did not get the socialization of the program of DPMPD related to the sustainability of the program

3) The objectives of program

Based on the results of this study, it was found that for the program objective indicators of Prukades in Teluk Village with the achievement focus to realize the community empowerment should be oriented towards all aspects of improvement, which is still considered less, as well as infrastructure that can support the success of a program.

**Table. 4
Assessment Percentage on Program Objectives**

No.	Information	Number of Respondents	Percentage
1	Know	15	65.22
2	Do not know	8	34.78
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

Based on Table 4 above, it can be seen that 15 respondents or 65.22 percent amounting to knowing the purpose of this Prukades program implementation, while as many as 8 respondents or by 34.78 percent stated that they did not know the purpose of implementation of the Prukades Program. This proves that the socialization that was done on purpose of Prukades program objectives began to be understood by people who are members of this program, but several other members stated that they were merely invited to assist with given wages.

4) Monitoring program

Based on the results of the study, it was obtained that monitoring program indicators of Prukades in Teluk Village are already routinely done by the area assistant by about 2 times a month, but according to researchers, monitoring activities will not be effective if the evaluators have just come without making any improvement.

Table 5
Assessment Percentage of Monitoring Program

No.	Information	Number of Respondents	Percentage
1	There is	13	56.52
2	There is no	10	43.48
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

According to the table 5, it can be seen that 13 respondents out of 23 people or 56.52 percent of the respondents said that in the implementation of the program of Prukades, there was any monitoring carried out by the DPMPD and the Ministry of Rural as many as 10 other respondents, or by 43.48 percent stated that there was no monitoring which has a significant effect from the current implementation of the monitoring program.

Then, for the accumulated results of the calculation of the four indicators that have been previously discussed, then it was obtained the results as follows:

Table 6. Effectiveness Calculation of Featured Product of Rural Areas Program in realizing Community Empowerment in Teluk Village- Pandeglang (in person)
No. Indicator Target Realization Percent Effectiveness Program

No.	Indicator	Target	Realization	Percent	Effectiveness Program
1	Apropriate Targeting	23	19	82.61	Very Effective
2	Program Socialization	23	16	69.57	Quite Effective
3	Program Objectives	23	15	65.22	Quite Effective
4	Monitoring	23	13	43.48	Ineffective
		92	63		
	Average			65.22	Quite Effective

Source: Primary Data (processed by Researchers of 2019)

Based on Table 6, as a whole is of appropriate targeting, the program socialization, the objectives of the program, until the monitoring program of the executor can be quite effective. This is because the average of overall indicators obtained the level of program effectiveness by 65.22 percent.

Through four indicators above, "monitoring program" is an indicator that needs to be improved for the sake of the success of a program. Often the program was not effective simply because it is nice when it comes to implementation but not evaluated properly, causing the program to not run long.

B. Level of Success of the Effectiveness of Featured Product of Rural Areas Program (Prukades) in Improving Economy of Community

For the calculation of the level of success of the Featured Product of Rural Areas Program in Teluk village is shown with most of the income of members of the program that have increased. The increase in income occurred because after the program, the members also felt they could improve the skills possessed of providing training and socialization, so that members can better develop other innovative businesses and so this resulted in increasing the income of Prukades members.

Table 7. Income Percentage of Featured Product of Rural Areas Program Members in Teluk Village – Pandeglang

No.	Information	Number of Respondents	Percentage
1	Increased	18	78.26
2	Consistent	5	21.24
3	Declined	-	-
	Total	23	100

Source: Primary Data (processed by Researchers of 2019)

Based on Table 7, there were 78.26 percent or 18 respondents stated that their incomes increased due to the Prukades program, while as many as 21.24 percent or as many as 5 respondents stated that their income is consistent or not yet experienced a significant increase of their Prukades program.

In addition, the success of prukades program also can be seen from the number of members

that had been absorbed and join in and perform production to marketing activities of three groups that have been formed, as shown in chart 2 as follows;

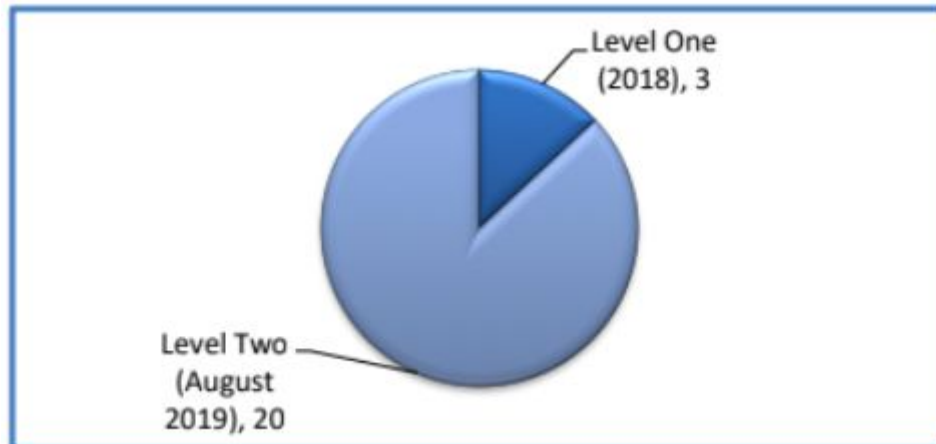


Chart 4.2. Employment

Source: Village Secretary of Teluk Village of 2019

The improvement focus to improve this program is by developing the quality of the mindset of Teluk village residents to work together in order to execute the program of Prukades. So far, many people are choosing to run their business privately without involving many parties because it is considered more profitable and turnover to be more modest, researchers considered that the public mindset must be changed through a social approach and the provision of education to the concept of not only focused on profit alone, but also accompanied by improved quality mindset that is more open to look for strategic opportunities that will be able to provide a greater profit.

IV. CONCLUSION

The Featured Product of Rural Areas Program (Prukades) implemented in Teluk Village has been quite effective because through Prukades, there was already created a business group of salted fish, otak-otak and pindang, although the use of them was still modest. The program is still very weak in monitoring indicators for the supervisor only doing the routine checks, but does not give a significant effect of change. While the level of success of Prukades program in Teluk Village was already showing good results, it is shown in the result of increased income and employment while the result of product marketing is still undeveloped

V. ACKNOWLEDGMENT

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