

## RINGKASAN

Alokasi Dana Desa (ADD) merupakan komponen pembiayaan pembangunan desa yang nilainya cukup besar, sehingga diharapkan mampu dikelola secara efektif. Kondisi yang demikian akan sulit terwujud jika tanpa dukungan kepala desa kompetensi yang memadai dari pelaksana, tingkat disiplin pengelola dan intensitas komunikasi yang efektif dari pengelola. Tujuan penelitian ini yaitu menganalisis pengaruh kepemimpinan kepala desa, kompetensi pelaksana ADD, disiplin kerja pelaksana ADD dan intensitas komunikasi terhadap efektivitas kerja pengelola ADD di Kecamatan Kesugihan Kabupaten Cilacap.

Metode penelitian yang digunakan dalam penelitian ini yaitu metode survey, dengan sasaran penelitian yaitu pengelola ADD di 16 desa pada Kecamatan Kesugihan Kabupaten Cilacap dengan sampel berjumlah 56 orang. Teknik analisis data yang digunakan yaitu korelasi *kendall*, *konkordansi kendall W* dan regresi ordinal.

Hasil penelitian menyimpulkan (1) Kepemimpinan Kades mempunyai pengaruh yang positif dan signifikan terhadap efektivitas kerja pengelola ADD, (2) Kompetensi pelaksana mempunyai pengaruh yang positif dan signifikan terhadap efektivitas kerja pengelola ADD, (3) Disiplin kerja mempunyai pengaruh yang positif dan signifikan terhadap efektivitas kerja pengelola ADD, (4) Intensitas komunikasi pelaksana mempunyai pengaruh yang positif dan signifikan terhadap efektivitas kerja pengelola ADD, (5) Hasil analisis regresi ordinal diketahui kepemimpinan kades, kompetensi pelaksana, disiplin kerja dan intensitas komunikasi pelaksana mempunyai pengaruh yang positif dan signifikan terhadap efektivitas kerja pengelola ADD.

Kata kunci : Disiplin Efektivitas, Kepemimpinan, Kompetensi, Komunikasi.

## SUMMARY

The Village Fund Allocation (ADD) is a component of village development financing whose value is quite large, so it is expected to be able to be managed effectively. Such conditions will be difficult to realize without the support of the village head, adequate competence from the implementer, the level of management discipline and the intensity of effective communication from the manager. The purpose of this study was to analyze the influence of village head leadership, competency of ADD implementers, work discipline of ADD implementers and communication intensity on the work effectiveness of ADD managers in Kesugihan District Cilacap Regency.

The research method used in this study is the survey method, with the research target being ADD managers in 16 villages in Kesugihan District, Cilacap Regency with a sample of 56 people. The data analysis technique used is Kendall correlation, Kendall W concordance and ordinal regression.

The results of the study concluded that (1) the leadership of the village head had a positive and significant influence on the work effectiveness of ADD managers, (2) Implementing competence has a positive and significant influence on the work effectiveness of ADD managers, (3) Work discipline has a positive and significant effect on the work effectiveness of ADD managers, (4) The intensity of communication between implementers has a positive and significant influence on the work effectiveness of ADD managers, (5) The results of the ordinal regression analysis show that the village head leadership, implementing competence, work discipline and the intensity of the communication of the implementer has a positive and significant influence on the work effectiveness of the ADD manager.

Keywords: Effectiveness Discipline, Leadership, Competence, Communication