

## RINGKASAN

Penelitian ini berjudul **“Pengaruh Komunikasi, Sumber Daya, Disposisi, dan Struktur Birokrasi Terhadap Efektivitas Implementasi Program Sanitasi Total Berbasis Masyarakat (STBM) di Desa Sumbang”**. Penelitian ini dilatarbelakangi oleh tingkat implementasi program sanitasi total berbasis masyarakat (STBM) di Desa Sumbang yang masih rendah. Tingkat efektivitas implementasi program sanitasi total berbasis masyarakat (STBM) di Desa Sumbang hanya mencapai 36,18 persen.

Tujuan dari penelitian ini adalah untuk mendeskripsikan implementasi program sanitasi total berbasis masyarakat di Desa Sumbang yang belum berhasil dan untuk menjelaskan faktor-faktor yang mempengaruhi keberhasilan implementasi program sanitasi total berbasis masyarakat (STBM) di Desa Sumbang. Penelitian ini menggunakan metode kuantitatif asosiatif dengan teknik pengumpulan data melalui kuesioner dan dokumentasi. Metode analisis dalam penelitian ini menggunakan perhitungan statistik Korelasi Kendall Tau-b, Koefisien Konkordansi Kendall W dan Regresi Ordinal, dengan sasaran penelitian perangkat desa dan kader kesehatan Desa Sumbang.

Berdasarkan hasil analisis kuantitatif dalam penelitian ini menunjukkan bahwa keempat variabel yang terdiri dari komunikasi, sumber daya, disposisi, dan struktur birokrasi berpengaruh positif terhadap efektivitas implementasi program STBM. Hal ini membuktikan semua variabel independen mempunyai pengaruh signifikan dan positif terhadap variabel dependen yaitu efektivitas implementasi program STBM.

Hasil analisis yang dilakukan kepada 65 responden menjelaskan bahwa komunikasi, sumber daya, disposisi, dan struktur birokrasi di Desa Sumbang masuk dalam kategori sedang. Untuk itu, komunikasi, sumber daya, disposisi, dan struktur birokrasi harus selalu ditingkatkan untuk menunjang efektivitas implementasi program sanitasi total berbasis masyarakat (STBM) di Desa Sumbang.

**Kata Kunci:** Komunikasi, Sumber Daya, Disposisi, Struktur Birokrasi, Sanitasi Total Berbasis Masyarakat

## SUMMARY

This research is entitled "The Influence of Communication, Resources, Disposition, and Bureaucratic Structure on the Effectiveness of the Implementation of the Community-Based Total Sanitation Program (STBM) in Sumbang Village". This research was motivated by the low level of implementation of the community-based total sanitation program (STBM) in Sumbang village. The level of effectiveness of the implementation of the community-based total sanitation program (STBM) in Sumbang Village only reached 36.18 percent.

The purpose of this study is to describe the implementation of the community-based total sanitation program in the Sumbang Village which has not been successful and to explain the factors that influence the successful implementation of the community-based total sanitation program (STBM) in the Sumbang Village. This research uses an associative quantitative method with data collection techniques through questionnaires and documentation. The analytical method in this study uses a statistical calculation of the Kendall Tau-b Correlation, the Kendall W Concordance Coefficient, and the Ordinal Regression, with the research target of village officials and health cadres in the Sumbang Village.

Based on the results of the quantitative analysis in this study, it shows that the four variables consisting of communication, resources, disposition, and bureaucratic structure have a positive effect on the effectiveness of the STBM program implementation. This proves that all independent variables have a significant and positive influence on the dependent variable, namely the effectiveness of the STBM program implementation.

The results of the analysis conducted on 65 respondents explained that the communication, resources, disposition, and bureaucratic structure in Sumbang Village were in the medium category. For this reason, communication, resources, disposition, and bureaucratic structure must always be improved to support the effectiveness of the implementation of the community-based total sanitation program (STBM) in Sumbang Village.

Keywords: Communication, Resources, Disposition, Bureaucratic Structure, Community-Based Total Sanitation