

## RINGKASAN

Pemenuhan ketersediaan pangan bagi setiap individu merupakan hal penting dalam keberlangsungan suatu negara sehingga pemerintah membentuk program P2L sebagai upaya penganekaragaman konsumsi pangan untuk memenuhi kebutuhan gizi masyarakat melalui optimalisasi pemanfaatan lahan dengan sasaran KWT. Salah satu kecamatan di Kabupaten Purbalingga yang mendapatkan program P2L, yaitu Kecamatan Kalimanah. Luas lahan sawah di Kecamatan Kalimanah cenderung menurun setiap tahunnya sehingga mengancam produktivitas hasil pertanian di daerah tersebut. Selama pelaksanaan program P2L terdapat perbedaan dari masing-masing KWT seperti prestasi yang pernah diperoleh, jumlah anggota, dan keaktifan dari masing-masing anggota KWT. Hal ini dapat terjadi karena adanya perbedaan cara pandang atau persepsi dari masing-masing anggota KWT terhadap program P2L. Oleh karena itu, penelitian ini dilaksanakan untuk mengetahui persepsi *adopter* sebagai penerima terkait kebermanfaatannya program dari aspek ekonomi, aspek sosial, dan aspek teknis yang diukur dari keuntungan relatif, tingkat kesesuaian, tingkat kerumitan, dapat dicoba, dan dapat diamati. Penelitian ini bertujuan untuk (1) mengetahui karakteristik anggota KWT penerima program P2L, (2) mengetahui tingkat persepsi anggota KWT terhadap program P2L, (3) mengetahui hubungan karakteristik anggota dengan persepsi anggota KWT terhadap program P2L.

Penelitian ini dilaksanakan di empat desa yang terletak di Kecamatan Kalimanah, meliputi Desa Rabak, Desa Klapasawit, Desa Manduraga, dan Desa Karangmanyar pada bulan Februari - April 2024. Penelitian ini dilaksanakan menggunakan metode survei dengan jumlah sampel sebanyak 75 orang. Tujuan penelitian pertama untuk mengetahui karakteristik anggota KWT dianalisis menggunakan analisis deskriptif, tujuan penelitian kedua untuk mengetahui tingkat persepsi anggota terhadap program P2L dianalisis menggunakan analisis deskriptif, tujuan penelitian ketiga untuk mengetahui hubungan karakteristik anggota dengan persepsi menggunakan analisis korelasi *Rank Spearman*.

Hasil penelitian menunjukkan bahwa sebagian besar umur anggota KWT termasuk usia produktif, 96% umur anggota KWT termasuk pada kategori umur produktif (15-64 tahun), pendidikan formal paling banyak tamat SMP dan tamat SMA sehingga tergolong tinggi, sebagian besar anggota mengikuti  $\geq 4$  kali pendidikan nonformal per tahun karena KWT sudah cukup lama mendapatkan program P2L sejak tahun 2020, jumlah tanggungan keluarga terbesar sebanyak 4 orang sehingga termasuk pada kategori jumlah tanggungan keluarga sedang, dan pendapatan anggota KWT rata-rata Rp20.000-Rp40.000 per bulan sehingga belum mampu untuk memenuhi seluruh kebutuhan rumah tangga anggota karena hasil yang tidak seberapa. Tingkat persepsi anggota KWT secara keseluruhan dari aspek ekonomi, aspek sosial, dan aspek teknis termasuk kategori baik. Karakteristik anggota KWT yang berhubungan dengan persepsi, yaitu umur dan pendidikan nonformal. Karakteristik anggota KWT yang tidak berhubungan dengan persepsi meliputi tingkat pendidikan formal, jumlah tanggungan keluarga, dan pendapatan anggota KWT dari hasil usaha P2L.

## SUMMARY

Fulfilling food availability for each individual is important in the sustainability of a country, so the government established the P2L program as an effort to diversify food consumption to meet the nutritional needs of the community through optimizing land use with the KWT target. One of the sub-districts in Purbalingga Regency that has received the P2L program is Kalimanah Sub-district. The area of rice fields in Kalimanah Sub-district tends to decrease every year, threatening the productivity of agricultural products in the area. During the implementation of the P2L program there are differences between each KWT such as the achievements they have obtained, the number of members, and the activeness of each KWT member. This can happen because there are differences in the views of each KWT member towards the P2L program. Therefore, this research was carried out to determine the perceptions of adopters as recipients regarding the usefulness of the program from economic aspects, social aspects, and technical aspects as measured by relative advantages, level of suitability, level of complexity, tryability, and observability. This research aims to (1) determine the characteristics of KWT members who receive the P2L program, (2) determine the level of perception of KWT members towards the P2L program, (3) determine the relationship between member characteristics and KWT members' perceptions of the P2L program.

This research was carried out in four villages located in Kalimanah District, including Rabak Village, Klapasawit Village, Manduraga Village, and Karangmanyar Village in February - April 2024. This research was carried out using a survey method with a sample size of 75 people. The first research objective was to determine the characteristics of KWT members, analyzed using descriptive analysis, the research objective was to determine the level of members' perceptions of the P2L program, analyzed using descriptive analysis, the third research objective was to determine the relationship between member characteristics and perceptions using Rank Spearman correlation analysis.

The research results show that the majority of KWT members are of productive age, 96% of KWT members are in the productive age category (15-64 years), most formal education has been completed from junior high school and high school so it is classified as high, most members have attended  $\geq 4$  times non-formal education per year because KWT has had the P2L program for a long time since 2020, the largest number of family dependents is 4 people so it is included in the category of medium number of family dependents, and the average income of KWT members is IDR 20,000-IDR 40,000 per month so it has not been able to meet all the needs of the members' households because the results are not much. The overall perception level of KWT members from economic aspects, social aspects and technical aspects is in the good category. Characteristics of KWT members related to perception, namely age and non-formal education. Characteristics of KWT members that are not related to perception include formal education level, number of family dependents, and income of KWT members from P2L business results.