

**IMPLEMENTASI GERAKAN “BELA-BELI KULON PROGO”
TERHADAP USAHA MIKRO, KECIL DAN MENENGAH
(Studi Kasus Kelompok Wanita Tani Lestari
“Sari Jampi” Kulon Progo)**

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ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji pemahaman KWT Lestari “Sari Jampi” terhadap Gerakan “Bela-Beli Kulon Progo”; (2) Mengkaji implementasi Gerakan “Bela-Beli Kulon Progo pada KWT Lestari “Sari Jampi”; (3) Mengkaji peran pemangku kepentingan pada KWT Lestari “Sari Jampi” dalam implementasi Gerakan “Bela-Beli Kulon Progo”. Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi kasus. Informan dari penelitian ini yaitu Ketua KWT, Koordinator BPP Pengasih, pegawai OPD Kulon Progo seperti: Kasubbid Pertanian Perdagangan dan Koperasi BAPPEDA, Kabid Perindustrian Dinas Perdagangan, Staff Bidang Holtikultura Dinas Pertanian dan Pangan, Kasi Pemberdayaan SDM Dinas Koperasi UMKM, Kabid Pemberdayaan Dinas Pariwisata. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Uji keabsahan data menggunakan triangulasi data. Analisis data menggunakan model interaktif. Hasil penelitian ini memberikan kesimpulan bahwa (1) KWT Lestari “Sari Jampi” memahami Gerakan “Bela-Beli Kulon Progo” sebagai himbauan kepada masyarakat untuk membela dengan membeli produk lokal; (2) Implementasi Gerakan “Bela-Beli Kulon Progo” oleh KWT Lestari “Sari Jampi dilaksanakan dari kegiatan produksi hingga pemasaran produk; (3) Peran *stakeholders* dalam implementasi Gerakan “Bela-Beli Kulon Progo yaitu sebagai *stakeholders* kunci, subjek, pengikut lain, dan pendukung.

Kata Kunci: Implementasi Gerakan, Usaha Mikro Kecil dan Menengah, Bela-Beli Kulon Progo

**IMPLEMENTATION OF "BELA-BELI KULON PROGO" CAMPAIGN
ON MICRO, SMALL AND MEDIUM ENTREPRISES
(Case Study of Lestari Woman Farmers Group
"Sari Jampi" In Kulon Progo Regency)**

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ABSTRACT

This research aims (1) to review the understanding of KWT Lestari "Sari Jampi" towards "Bela-Beli Kulon Progo" campaign; (2) to review the implementations of "Bela-Beli Kulon Progo" campaign on KWT Lestari "Sari Jampi"; (3) to review stakeholders's roles on KWT Lestari "Sari Jampi" in the implementation of "Bela-Beli Kulon Progo" campaign. This qualitative research uses case study method. Informants of this research are KWT Leader, Coordinator of BPP Pengasih, employee of OPD Kulon Progo: Sub-Department Head of Agriculture, Trade and Cooperatives from BAPPEDA, head of industrial division from Dinas Perdagangan, staff horticulture division from Dinas Pertanian dan Pangan, Head of Empowerment Section from Dinas Koperasi dan UMKM, Head of Empowerment Division from Dinas Pariwisata. Data collection techniques uses interviews, observation, documentation. Data validity tests with triangulation method. Techniques of data analysis uses interactive analysis. This research conclude that (1) KWT Lestari "Sari Jampi" understands "Bela-Beli Kulon Progo" campaign as an appeal to the community to defend own area with buying local products. (2) KWT Lestari "Sari Jampi" is implementing "Bela-Beli Kulon Progo" campaign from production activities to product marketing; (3) The roles of stakeholders in the implementation of "Bela-Beli Kulon Progo" campaign is as a Key, Contest setters, Crowd, Subject.

Keywords: Campaign Implementation, Micro, Small and Medium Entreprises, Bela-Beli Kulon Progo