

**ILHAM VEDA RESWARA.** 2023. Evaluasi program pengembangan usaha mikro kecil dan menengah melalui toko milik rakyat di Kabupaten Kulon Progo. Di bawah arahan Budi Widayanto dan Dwi Aulia Puspitaningrum.

### **ABSTRAK**

Toko Milik Rakyat (Tomira) memiliki tujuan untuk mengembangkan ekonomi masyarakat Kabupaten Kulon Progo melalui kemitraan dengan UMKM dan koperasi. Penelitian ini bertujuan untuk (1) Mengevaluasi program pengembangan UMKM melalui Toko Milik Rakyat menggunakan model CIPP (*Context, Input, Process, Product*), (2) Menganalisis faktor pendukung dan faktor penghambat dalam pengembangan usaha mikro, kecil dan menengah melalui Toko Milik Rakyat di Kabupaten Kulon Progo. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian survei. Metode penentuan responden dilakukan secara *purposive sampling* yaitu pelaku UMKM yang melakukan kemitraan dengan Tomira. Data yang digunakan dalam penelitian adalah data primer berupa data yang diperoleh secara langsung melalui wawancara dan data sekunder berupa data yang telah dimiliki oleh UMKM maupun Toko milik rakyat. Teknik analisis data dilakukan dengan menggunakan evaluasi program model CIPP dan analisis deskriptif. Setelah penelitian dilakukan, diperoleh hasil evaluasi program pengembangan UMKM melalui Toko Milik Rakyat di Kabupaten Kulon Progo berupa (1) Evaluasi CIPP program pengembangan UMKM melalui Toko Milik Rakyat termasuk kedalam kategori baik sebesar 77,27% dengan perincian evaluasi *context* termasuk kategori baik (77,02%), evaluasi *input* termasuk kategori baik (77,50%), evaluasi *process* termasuk kategori baik (75,71%), dan evaluasi *product* termasuk kategori baik (78,47%), (2) Faktor pendukung pengembangan UMKM meliputi rak khusus (*space display*), pelatihan, dan kemudahan sertifikasi. Faktor penghambat pengembangan UMKM meliputi penggunaan sistem titip jual, pemasaran yang masih kurang, dan belum semua Tomira bekerja sama dengan koperasi BTM.

**Kata kunci:** Toko milik rakyat, Pengembangan UMKM, CIPP

**ILHAM VEDA RESWARA.** 2023. Evaluation of micro small and medium enterprises development program through *toko milik rakyat* in Kulon Progo. Supervised by Budi Widayanto and Dwi Aulia Puspitaningrum.

### **ABSTRACT**

*Toko Milik Rakyat (Tomira) aimed to develop people's economy in Kulon Progo through partnership with Micro Small and Medium Enterprises (MSME's) and cooperative. This research aimed to (1) Evaluate MSME's development program through Toko Milik Rakyat by using the CIPP (Context, Input, Process, Product) model, (2) Analyze the supporting and inhibiting factors in the MSME's development through Toko Milik Rakyat in Kulon Progo Regency. The method of this research was quantitative research with a survey method. The method in deciding the respondents were conducting by purposive sampling that was MSME's who did a partnership with Tomira. This research was used primary data through interviews and secondary data through data that already owned by MSME's and Toko milik rakyat. The analysis technique of data was used the CIPP model and descriptive analytics. After the research was conducted, the results of the evaluation of the MSME's development program through the Tomira in Kulon Progo were: (1) Evaluation of the CIPP MSME development program through the Tomira was classified into good category at 77.27% with details of context evaluation was classified into good category (77.02%), input evaluation was classified into good category (77.50%), process evaluation was classified into good category ( 75.71%), and product evaluation was classified into good category (78.47%), (2) Supporting factors for the development of MSMEs through Tomira were special shelves (display space), training, and ease of certification, and The inhibiting factor in the development of MSMEs through Tomira were, using a point-of-sale system, lack of marketing, and not all of Tomira has cooperated with the BTM cooperative.*

**Keywords:** *Toko Milik Rakyat, MSME's development, the CIPP model*