

ABSTRACT

Erwanda Jati Yuniarto. 135080052. "The Analysis of Rural Agribusiness Development (PUAP) on Performance and Revenue Gapoktan Member" Mulyo Hesti "In the village Begajah Sukoharjo District of Sukoharjo". Thesis by supervisor JUARINI and HENI HANDRI UTAMI. This study aimed to analyze the effect of the program PUAP on the performance of farmers' rice crops Gapoktan members "Hesti Mulyo" which got the program PUAP and non PUAP and analyze the impact of the program PUAP on the income of farmers plant rice Gapoktan members "Hesti Mulyo" which got the program PUAP and non PUAP. Methods of execution used survey method. The method of determining the location using purposive (intentionally). The method of sampling using the Proportionate Stratified Random Sampling. The total sample of 41 people. To analyze the effect of the development of rural agribusiness development (PUAP) on the performance and income of members gapoktan "Hesti Mulyo" used simple linear regression analysis. The results showed that: 1) there is an influence on the performance program PUAP rice crop farmer group union members "Hesti Mulyo". 2) there is influence PUAP program on the income of farmers plant rice Gapoktan members "Hesti Mulyo".

Keywords: Program PUAP, Performance, Revenue