

HAMDANIA RIZKI DYAH PUSPITA. 2025. Partisipasi Ibu Rumah Tangga Dalam Program Bimbingan Teknis pada Usaha Mikro Kecil Menengah Umbul Karya Batik di Dusun Jongkangan, Kalurahan Tamanmartani, Kapanewon Kalasan, Kabupaten Sleman. Di bawah arahan dosen pembimbing Budi Widayanto.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji pelaksanaan Bimbingan Teknis pada UMKM Umbul Karya Batik di Dusun Jongkangan (2) Mengkaji bentuk partisipasi anggota UMKM Umbul Karya Batik dalam Program Pelatihan dan Bimbingan Teknis pada UMKM Umbul Karya Batik (3) Mengkaji tingkat partisipasi anggota UMKM Umbul Karya Batik dalam Program Pelatihan dan Bimbingan Teknis pada Umbul Karya Batik (4) Mengkaji faktor penghambat partisipasi anggota UMKM Umbul Karya Batik dalam keberlangsungan UMKM Umbul Karya Batik. Pendekatan yang digunakan yaitu pendekatan kualitatif dan jenis penelitian menggunakan studi kasus. Subjek yang diteliti yaitu anggota UMKM Umbul Karya Batik. Teknik penentuan informan kunci, informan utama dan pendukung menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi dengan pengujian keabsahan data melalui triangulasi sumber. Teknik analisis data dilakukan dengan mereduksi data, menyajikan data, penarikan kesimpulan, dan verifikasi. Hasil penelitian menunjukkan bahwa (1) Program Bimtek Batik di Dusun Jongkangan dilaksanakan dua kali untuk meningkatkan keterampilan peserta dalam membatik, terutama penggunaan pewarna alami, serta mendorong kemandirian dan produksi batik ramah lingkungan. (2) Bentuk partisipasi anggota UMKM Umbul Karya Batik dalam kegiatan bimtek berupa bentuk partisipasi ide pikiran, tenaga, pikiran dan tenaga, keahlian, barang, dan uang. (3) Tingkat partisipasi anggota UMKM Umbul Karya Batik kegiatan bimtek yaitu berada pada kategori *citizen power*. (4) Faktor penghambat partisipasi anggota UMKM Umbul karya batik yaitu sifat individu, kondisi demografis, dan kondisi ekonomi.

Kata kunci: UMKM Umbul Karya Batik, bentuk partisipasi, tingkat partisipasi, faktor penghambat

HAMDANIA RIZKI DYAH PUSPITA. 2025. *Participation of Housewives in the Technical Guidance Program at UMKM Umbul Karya Batik in Jongkangan Hamlet, Tamanmartani Village, Kalasan District, Sleman Regency. Under the direction of supervisor Budi Widayanto.*

ABSTRACT

This study aims to (1) Reviewing the implementation of Technical Guidance at UMKM Umbul Karya Batik in Jongkangan Hamlet (2) Examine the forms of participation of UMKM Umbul Karya Batik members in the Training and Technical Guidance Program at UMKM Umbul Karya Batik (3) Examine the level of participation of UMKM Umbul Karya Batik members in the Training and Technical Guidance Program at Umbul Karya Batik (4) To examine the factors that hinder the participation of UMKM Umbul Karya Batik members in the sustainability of UMKM Umbul Karya Batik. The approach used is a qualitative approach and the type of research used is a case study. The subjects studied are members of UMKM Umbul Karya Batik. The technique for determining key informants, main informants, and supporting informants uses purposive sampling. Data collection techniques used interviews, observation, and documentation with data validity testing through source triangulation. Data analysis techniques were carried out by reducing data, presenting data, drawing conclusions, and verifying. The results of the study show that (1) The Batik Technical Training Program in Jongkangan Hamlet was held twice to improve participants' batik-making skills, especially in the use of natural dyes, as well as to encourage independence and environmentally friendly batik production. (2) The forms of participation of UMKM Umbul Karya Batik members in technical guidance activities were in the form of ideas, energy, expertise, goods, and money. (3) The level of participation of UMKM Umbul Karya Batik members in technical guidance activities was in the category of citizen power. (4) The factors inhibiting the participation of UMKM Umbul Karya Batik members were individual characteristics, demographic conditions, and economic conditions.

Key words: UMKM Umbul Karya Batik, forms of participation, level of participation, inhibiting factors