

The Participation of Micro Business Affinity Group Members in the Implementation of Food Self-Sufficiency Action Program in Lampung Province

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ABSTRACT

The objectives of research were: (1) to analyze the participation level of affinity group (AG) members in food self-sufficiency village action program (FSSVAP) in Lampung Province, (2) to analyze the factors affecting significantly the participation of FSSVAP AG members in Lampung Province, (3) to find out the type of AG's business. This study was taken place in Lampung Province. This study was a survey research. The sampling technique employed was multiple stage simple cluster sample. The sample consisted of 103 AGs. The collection of primary data was obtained from the respondents, by filling in the questionnaire and interview, while that of secondary one was obtained from the document in related offices of Lampung Province. To address the first and the third objectives, a descriptive analysis was used, and to address the second, a multiple linear regression statistic was used. The result of research showed that: (1) the participation of FSSVAP AG members in Lampung Province belonged to high category; (2) member cohesiveness, group leadership quality, member job motivation, group norm, facilitator role, and supporting factors simultaneously affected the participation of group members, but partially only leadership quality, group norm, and facilitator affected significantly the participation of group member within the group; and (3) the types of AG business were 49.51% in on farm, 44.67% in off farm, and 5.82% in nonfarm sectors.

Keywords: Empowerment, participation, group business

INTRODUCTION

Poverty is a complex phenomenon in the society life. The poverty issue can lead to inability of meeting the food and non-food needs. One of national programs attempting to cope with poverty and to deal with food susceptibility is Food self-sufficiency Village Action Program (FSSVAP). This program was conducted through the Group Affinity (AG) empowerment, with training, assistance, and rotating fund grant activities. The affinity group in FSSVAP is a group of people assembling based on their shared similarity and interaction, bound with a feeling of unity by friendship web and enabling them to implement a productive economic village business activity, which are on farm, off farm and non-farm business.

Lampung Province is one of provinces undertaking SSFAP since 2006, started from 4 regencies, and having reached 79 villages in 8 regencies in 2012. This program was conducted for 4 years through four stages: preparation, growing, development, and independency (Agricultural Department's Food Tenacity Agency, 2005). It means that through the empowerment process of AG, it is expected that the group independency will be realized in the productive economic village business in the fourth year.

The community empowerment is the process of improving the community's ability for the sake of its improved life (World Bank, 2001); it means that some changes occur here after the

empowerment. The important component in empowerment process is participation (Hikmat, 2006). When there is a member participation in a decision making, it will make the members more loyal to organization, more productive, and more satisfied with their work (Robbins, 2007). Referring to the argument, in this research the participation of AG members is desirable for the successful FSSVAP, because it is the AG that will develop the group activity plan (grow the business group). For that reason, the community's active participation is considered as contributing to a successful program.

One strategy of generating the participation among AG members in FSSVAP is group approach. The group approach is considered as efficient and could be the learning process and interaction media for the group members; thereby it is easier to change the individuals' behavior within the groups than individually (Soekanto, 2007). Community empowerment strategy through group approach is considered as capable of developing the human ability of achieving success, particularly in the rural areas whose people live in togetherness. But the problem frequently emerging in empowerment activity is to make the group the instrument for the project/program executor other than the learning media and the achievement of member wellbeing. Many empowerment groups emerge, the members and the administrators of which are merely the name (Suminar, 2008). For that reason, a research on "The Participation of Micro Business Affinity Group Members in the Implementation of Food self-sufficiency Action Program in Lampung Province" is important and desirable as the attempt of finding out the success of community empowerment program.

Many factors lead the group to less actively undertake their duty and function to achieve the objective. Such these factors are because of the group dynamics itself affected by internal or external factors. In this research, internal factors affecting the participation of AG members are group member compactness, group chief's leadership style, group member's job motivation, and group norm. The external factors affecting are facilitator role, and activity supporting factors.

PROBLEM STATEMENT

1. How is the member participation of FSSVAP AG Lampung?
2. What are the effect of group member compactness within group, group chief's leadership quality, group member's job motivation, group norm/rule, facilitator role, and supporting activities on the member participation of FSSVAP AG Lampung?
3. What are attempts taken by the FSSVAP AG Lampung?

OBJECTIVES

1. To analyze the participation level of FSSVAP AG Lampung members.
2. To analyze the effect of group member compactness within group, group chief's leadership quality, group member's job motivation, group norm/rule, facilitator role, and supporting activities on the member participation of FSSVAP AG Lampung.
3. To find out the type of businesses conducted by the FSSVAP AG Lampung.

BENEFITS

1. It contributes to developing the development elucidation science, particularly to strengthening the public participation in the attempt of community economic empowerment through group.
2. For government/private, it contributes to policy making particularly related to public economic empowerment.

THEORETICAL FOUNDATION AND FRAMEWORK

Community empowerment, according World Bank (2001), Adi (2007), and Mardikanto (2013), is a process of improving the (poor, marginal, marginalized) people’s ability of expressing their opinions and needs, preferences, of participating, affecting and managing their community institution responsibly for the sake of their life. Hikmat (2006) stated that the important component of empowerment process is participation.

Participation is the main prerequisite of a successful development process in Indonesia (Soetrisno, 1995). Participation is the form of getting involved and taking part actively and voluntarily because either internal or internal reason of whole corresponding activity process, encompassing: planning, implementation, control (monitoring, evaluation), and utilization of development product (Ndraha, 1990, and Mardikanto, 2013). Huraerah and Purwanto (2006) stated that the cohesive group members will readily participate in group activities such as in some meetings, accepting their duty and role more readily, complying with the group norm/rule. The cohesive group has members loyal to the group, having responsibility and high motivation to undertake the group duty and feeling satisfied with the group work. The more cohesive the members of group, the higher is their participation within the group, the higher is the group productivity and the more satisfied are the members of group (Shaw, 1979, and Gibson et.al, 2009).

The leader of farmer group is called farmer contact (*kontak tani*) receiving and initiating the application of new technology (RI’s Agricultural Department, 1986). The group leader distributes technology he/she has practiced and he/she is also authoritative thereby other members of group follow what he/se does, as the reflection of member participation. Therefore, the leader of group affects the participation level of group members. The better the AG leadership, the higher is the participation of members within the group.

Motivation is defined as the impulse arising inside someone to take an action with certain objective. The motivation of member group affects positively the participation of members within group (Lestari, 2003; and Santoso, 2011). Sulaksana’s (2002), Hariadi’s (2004), and Suminar’s (2008) studies showed that the stronger the job motivation of AG members, the more active are they in group activity, and the higher is the level of group success. The norm is a rule, parameter, and direction for the behavior of individual who lives in the society (Hariadi, 2011), and a standard for group members (Gibson et.al., 2009). The better the group norm, the higher is the participation of group members and the higher is the productivity of group (Hariadi, 2004; Robbin, 2007; and Suminar, 2008). The facilitator is a “change agent” (Rogers, 1983). Santoso’s (2011) and Da Silva’s (2012) studies showed that the role of facilitator directly affects the participation and the group progressiveness significantly (Redono, 2006, and Kusnadi, 2006).

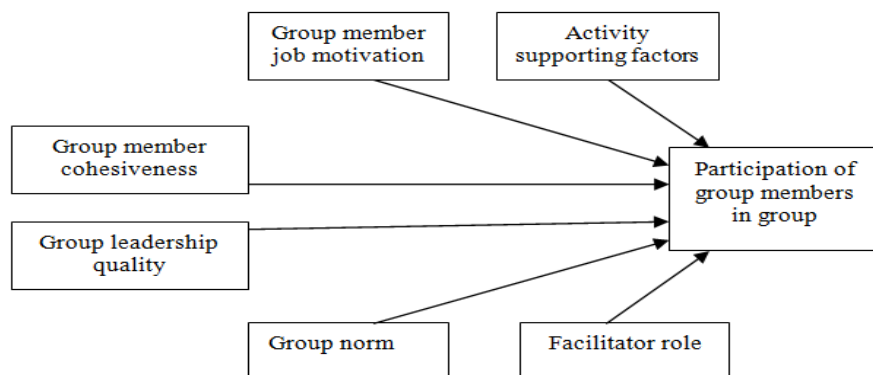


Figure 1. Theoretical Framework

Notes:

1. AG members' cohesiveness: interestedness in group, and member interaction
2. Group leadership quality: the abilities of solving problem, of achieving objective, and of cooperating with outsiders.
3. Group member job motivation of: fulfilling the physiological and safety needs, relation need, self-esteem and self-actualization needs.
4. Group norm, including: regulation clarity, regulation understanding, and regulation acceptance.
5. Facilitator role: education, dissemination, facilitation, consultation, monitoring, evaluation.
6. Activity supporting factors: Village Financial Institution (VFI), production infrastructure availability, product marketing, business capital, and business climate.
7. The participation of group members within group: planning, implementing, assessing and utilizing the product.

METHOD

This study was taken place in Lampung Province area, exactly in Regencies: Tanggamus, Lampung Tengah, Lampung Utara, Tulang Bawang, Lampung Barat, Way Kanan, and Lampung Timur. This study was a survey research and an explanatory descriptive research that was quantitative in nature. The variables formulated were: group cohesiveness (X_1), group leadership quality (X_2), group members' job motivation (X_3), group norm (X_4), facilitator role (X_5), activity supporting factor (X_6) and members' participation level (Y_1). The sampling technique used was a multiple stage simple cluster method (Singarimbun and Effendi, 1995), recalling that this research covered the province the location of which is widely distributed geographically. It was conducted in some stages based on regency, subdistrict and village areas. From the selected sub districts, 1 (one) village was taken randomly, 103 AGs were obtained as the sample. The average number of AG members was 20 persons. Out of each group, 3 members of group were taken as the respondents, representing the member as administrator and member as non-administrator. The collection of primary data was obtained from the respondents, by filling in the questionnaire and interview, while that of secondary one was obtained from the document in related offices in Lampung Province. The data obtained was first tested for its validity and reliability, and then analyzed. To address the first and the third objectives, a descriptive analysis was used, and to address the second, a multiple linear regression statistic was used. The data collection was conducted from May to June, 2013.

RESULT AND DISCUSSION

The result of analysis shows that the participation of group members in AG of Food self-sufficiency Village belonged to high category. It is because the members of group still participate actively in the AG of Food self-sufficiency Village (SSFV) activities such as in planning business, involvement in implementing, assessing and utilizing the product. Viewed from the establishment year of AG of (SSFV), however, the group assessment on participation with highest percentage occurred in the groups established in 2008 and 2009. This condition indicates that the younger the age of group, the higher is the participation of group members. Viewed from the sub variables of involvement in implementing, assessing and utilizing the product, the highest scoring occurred in the groups established in 2008 and 2009, while from that of involvement in planning group, the assessment belonging to fair to low categories occurred in the groups established in 2006, 2007 and 2008.

This low involvement in planning is because the SSFV program has been running for 7 years; many activities relating to the participation in planning such as arranging monthly/annual routine meeting in the attempt of developing business plan are rarely conducted in the previous year, so that the frequency of meeting attendance decreases compared with that in previous year.

Meanwhile the participation in implementing, in assessing and in utilizing the product all still run as expected, for example fund (due) provision/collection for the group activities, training and group attendance in the meeting when some problem occurs in the group, although it is not as routine as it in the beginning of program. Similarly, regarding the involvement in utilizing product, the field condition still proceeds including the use of facility existing in the group, the utilization of yard produce, and the facilitation of money/business fund borrowing process.

The assessment of group on the cohesiveness of group members (X_1) belonged to high category; in other words the cohesiveness of AG's group members is high. It is because since the establishment of group, such the cohesiveness has been created. It could be seen from such activities conducted collectively as developing a business plan by taking into account the majority members' interest according to the program guideline, meeting the production infrastructure needs including seed, fertilizer, pesticide and etc in which the members of group make decision collectively with the administrators of group, and routine meetings are also held with the average attendance of 6-8 times. The members of groups feel having self power to stay in the group in any situation.

The initial impression appearing during AG establishment was that they feel grateful and happy to be the members of AG. Viewed from the AG of SSFV establishment year, it can be seen that the member cohesiveness of the group established in 2008 and 2009 is higher than that of the one established in 2006 and 2007; it is because most members of AGs established in 2006 and 2007 have had other businesses than their business belonging to AG of SSFV, including food trading, rural transportation, goat trading, and produce broker, so that the interaction among the members of group decreases because of their own business preoccupation.

Overall, the quality of group leadership belongs to low category. Viewed from the AG SSFV establishment year, the quality of group leadership belongs to medium to low category in 2006, 2007, and 2008. It is because of the low role of AG chief particularly relating to the ability of achieving the group objective. The AG of SSFV's chief plays more part when a problem occurs in the group, for example when some members of group are lazy and incapable of complying with their obligation as the member (repaying the loan lately and not willing to cooperate); therefore the chief of group can only encourage and direct the members without more concrete solution, he/she hands this problem over to other administrators (secretary and treasurer).

In addition, the chief of group plays more part only in technical matters such as during fund liquefaction, provincial/regency officer visitation, while the problems concerning the improvement of production or income are dealt with largely by the facilitator.

The job motivation of AG members belongs to very high category. Viewed from the AG of SSFV establishment year, it can be found that the members' job motivation of AG established in 2006 and 2007 tends to belong to very low category. It also because of the AG chief's low role particularly relating to the ability of achieving the group objectives. The AG of SSFV's chief plays more part when a problem occurs in the group, for example when some members of group are lazy and incapable of complying with their obligation as the

member (repaying the loan lately and not willing to cooperate); therefore the chief of group can only encourage and direct the members without more concrete solution.

The group norm variable, overall, is in good category, in either norm clarity or norm understanding. Viewed from the AG of SSFV establishment year, it can be found that the groups established in 2006, 2007 and 2008 belong to low category compared with those established in 2009. It is because of low formal education of group members, in addition to AG norm developed during group discussion but rarely or no longer informed to the members of group, so that many members of group less understand the group rule in detail, thereby they do not comply with such the rule, and the punishment given is light, only limited to making statement.

Most group members consider the sanction for the rule breaker is not appropriate. Such the condition suggests that the rule is only a rule, and even there is no reward for those who do not break it. The norm of AG of SSFV is the rule explaining the requirement of borrowing, sanction, loan repayment pattern, compulsory/voluntary due and repayment term.

The AG's assessment on the facilities in FSSVAP activity largely (30 groups = 29.13%) scores highly the role of facilitator. Based on the group establishment year, however, in the AGs established in 2006 and 2007 the role of facilitator is in low category compared with that in those established in 2008 and 2009. It is because the community empowerment activity in the AG of FSSVAP is carried out by putting the facilitators in every village of FSSVAP for 1-year contract term that can be extended annually for 4 consecutive years from preparation, growing, developing, to independency stages. Four years after the program runs, SSFV (Food self-sufficiency Village) would be handed over to the regency to be built subsequently.

The Village Food Team (VFT) should continue this role of facilitator, but the building was conducted by the Farming Elucidator not given special honorarium like the facilitator. The farming elucidator in WKPP serves to build not only the AG of SSFV but also other groups existing in the villages thereby likely resulting in less maximal special building for the AG of SSFV like what the previous facilitator had conducted intensively in assisting the AG in productive economic village activity.

Overall, the assessment on the activity supporting factor variable of AG of SSFV suggests high score. Viewed from the AG establishment year, the activity supporting factor in the groups established in 2008 and 2009 compared with that in those established in 2006 and 2007. It is because of, among other, relatively inadequate production infrastructure availability resulting from the difficult transportation medium in the location of SSVP executor in 2006 and 2007. For example, the infrastructure of road toward the location of SSVP is damaged severely in 2006 and 2007 particularly the road toward Lampung Tengah and Tulang Bawang Regencies.

The estimation using SPSS shows the result below. Table 1 shows that member cohesiveness (X_1), group leadership quality (X_2), member job motivation (X_3), group norm (X_4), facilitator role (X_5), and activity supporting factors (X_6) simultaneously affect significantly the participation of group members within group.

Using SPSS, $R^2 = 0.823$ is obtained, meaning that the group member cohesiveness, group leadership quality, member job motivation, group norm, facilitator role, and supporting factors simultaneously affected the participation of group members at 82.3% ($R^2 \times 100\%$), at confidence interval of 95% while the rest of 17.7% is affected by other factors excluded from this research.

Table 1. The Test on the effect of group cohesiveness (X₁), group leadership quality (X₂), group members' job motivation (X₃), group norm (X₄), facilitator role (X₅), activity supporting factor (X₆) on members' participation level (Y₁).

Variables	B	t Statistic	Sign	α	Decision
Constant	4.257	0.816	0.416		
X ₁	0.163	1.012	0.314	0.05	H ₀ is supported
X ₂	0.411*	2.209	0.030	0.05	H ₁ is supported
X ₃	0.266	1.280	0.204	0.05	H ₀ is supported
X ₄	0.195*	2.812	0.006	0.05	H ₁ is supported
X ₅	0.204*	4.907	0.000	0.05	H ₁ is supported
X ₆	0.087	0.418	0.677	0.05	H ₀ is supported

R²= 0.823, F= 80.181, Prob= 0.000

Source: Primary Data Analysis

The result of partial analysis finds that the quality of group leadership (X₂), group norm (X₄), facilitator role (X₅) affect significantly the participation of group members within group (Y₁). Leadership is required to activate the members to undertake each activity for the sake of group objective achievement. Suharno (2009) concluded that the good group administrator leadership and group management can strengthen the farmer group bond and solidarity thereby can lengthen the group age. It means that the better the group leadership, the higher is the participation level of members in the group activity. Norm is a rule, parameter, and direction for the behavior of individual who lives in the society (Hariadi, 2011), and a standard for group members (Gibson et al., 2009). The better the group norm, the higher is the participation of group members and the higher is the productivity of group (Robbin, 2007).

In the community empowerment activity through FSSVAP, a reliable facilitator is desirable to undertake the activities as planned, so that the community (members of groups) knows, is willing to, and is able to adopt the innovation to improve their business productivity and income. The role of facilitator can affect directly and significantly the participation of group members in group. The higher is the facilitator role, the higher is the participation of group members in group (Anantanyu, 2009; Santoso, 2011; and Da Silva, 2012). From the three factors above, the quality of group leadership and the facilitator role are the factors with most dominant influence. It indicates that the group chief and facilitator are two individuals highly determining the program's success in FSSVAP.

The insignificant effect of AG's member cohesiveness (X₁) on the participation is presumably because the result of observation shows that the member cohesiveness is defined not only by the group members' interestedness and interaction but also by other indicators excluded such as members' agreement with the group objective, competition among the groups, and pleasing evaluation (Invancevich in Huraerah and Purwanto, 2006). The motivation likely resulting from the respondents is more dominated by their self-motivation. Whereas, there are two sources of motivation: external and internal impulses. The activity supporting factor variable also affects insignificantly the participation of group members. It is because the field condition indicated that out of 5 supporting factor sub variables, the Village Financial Institution (VFI) do exists but its role and function has not been maximized yet. In

addition to LKD, there is no other Micro Institution found in SSFV. Meanwhile, other activity supporting sub-variables such as business capital ownership still relies on SSFV fund that the members of group consider as still in adequate to begin a business. Despite production infrastructure support, depending on the area condition, the price of production infrastructure in most research area is high enough, so that the groups likely have no bigger chance to participate in practicing the skill they have.

The result of research shows that the business activity the AG of FSSVAP Lampung have conducted is dominated by on farm activities such as food plant cultivation and animal breeding (49.51%); it is consistent with the geographic condition of Lampung Province highly supporting the development of agribusiness sector. In line with Darsono (2012), the number of Micro-Small-Medium Scale Enterprises (MSMSE) in agricultural and agro-industry sector increases over times in Indonesia. This condition in macro scale requires a focused policy from the government to promote agro-industry. The off-farm activity accounts for 44.6% in the form of farming product distribution and marketing, and farming produce processing; and non farm sector accounts for 5.82%, in the term of production infrastructure providing service, save-loan, and brick manufacturing industry. Viewed from the type of business, there are 15 business types classified into 13 business areas as illustrated in Table 2. Table 2 explains that the production infrastructure providing business was operated by 36 groups (34.96%), followed by food plant (rice, corn, and cassava) farming by 22 groups (21.36%), and goat breeding by 17 groups (16.51%). The business areas least conducted are fish smoking, banana chip, cassava chip, and smoked banana.

Table 2. Distribution of Affinity Groups by the Business Group

<i>No</i>	<i>Business Area</i>	<i>AG No</i>	<i>Percent (%)</i>
1.	Production Infrastructure Provision	36	34.96
2.	Food Plant Farming	22	21.36
3.	Goat Breeding	17	16.51
4.	Save-Loan	8	7.77
5.	Poultry (Duck) Breeding	5	4.85
6.	Fish Breeding	5	4.85
7.	Brick Industry	2	1.94
8.	Cow Breeding	2	1.94
9.	Starch Chip	2	1.94
10.	Banana Chip	1	0.97
11.	Cassava Chip	1	0.97
12.	Smoked Banana	1	0.97
13.	Fish Smoking	1	0.97
Total		103	100.00

Source: Primary Data Processing

CONCLUSIONS

1. Participation of group members in AG of SSFV, group member cohesiveness, facilitator role, and activity supporting factor in SSFV of Lampung Province belonged to high category; job motivation of group member to very high category; and group leadership quality and group norm to low categories.
2. Simultaneously, group member cohesiveness, group leadership quality, member job motivation, group norm, facilitator role, and activity supporting factors simultaneously affected the participation of group members. But partially only leadership quality, group norm, and facilitator affected significantly the participation of group member within the group. The group leadership quality and facilitator had more dominant effect.
3. The business activities the AG of SSFV Lampung conducted were: (1) 49.51% on farm in the form of food plant farming and animal breeding; 44.67% off farm in the form of farming product distribution and marketing, as well as produce processing; and 5.82% nonfarm sectors in the form of production infrastructure providing service, save-loan, and brick industry.

RECOMMENDATION

To the organizer of SSFV Action Program

- a. Whereas group member cohesiveness, group norm, and facilitator role, affected significantly the participation of group members, in the attempt of improving the participation of group member, these three aspects needs attention. The group norm should be clearer, firmer and in written form; sanction and reward should be applied in the group. For the facilitators to be able to contribute more actively, their competency should be improved, perhaps by means of training, and the satisfaction should be improved perhaps by means of salary increase. It is known that in the SSFV Action Program, after 4 years operation, the facilitator's task is replaced by VFT, but what is more salient is the role of local Farming Elucidator; for that reason there should be an improvement both in incentive aspect in order to yield job satisfaction and in training relating to the more intensive improvement of productive economic business for VFT, so that the attendant replacing the facilitator role can work as expected, like the previous facilitator. In addition, a comparative study should be conducted with the more developed AG of SSFV either locally or internationally. This way can make the members of group more familiar, motivated, and participative.

To further researches

- a. There was no effect of variables on the participation of group members in AG of SSVF, therefore similar studies should be conducted more comprehensively on other variables not studied in the current research.
- b. The implementation of SSFVP action program involved many roles and performance of all institutions related to Food self-sufficiency Village such as: VFI, VFT, Integrated Service Post, and Food Tenacity Agency, some more in-depth study is required with qualitative approach and case study method.

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