ABSTRACT


Keywords: Evaluation, Rural Agribusiness Development Program

The background to the problem of this research is many people farmers blocked the repayment of business loan, less effective management, the fund capital the lack of institutional organization peasantry, monitoring and evaluation and flanking process from related parties not going well. The focus of this research is evaluation the implementation of the rural agribusiness development program in Sub-district Cikande District Serang. Purpose in this research is to find out an evaluation program execution rural agribusiness development program. This research using a method of quantitative descriptive. A subject of study is a member of society peasantry combined farmer groups Sub-district Cikande. The theory that is used in this research is the theory evaluation William N. Dunn. In collecting data that is, by way of spreading a questionnaire, observation, the study of documentation and an interview. In analyzing data used test hypotheses t-test one sample. Based on research showed that the implementation of which has been performed in Sub-district Cikande still low because the result of reckoning obtained 59.22% of the number of at least 65%. Which means the evaluation of the rural agribusiness development program in Sub-district Cikande still low. Advice researcher to achieve success in the rural agribusiness development program in Sub-district Cikande by means of supervision and guiding in the event the submission capital loan and utilization of capital, the repayment of a loan management training and the development of agriculture organization, performance improvement, The combined farmer groups as a bookkeeper program clear and the improvement of facilities and infrastructure, familiarize rural agribusiness development program and intensively.