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APPLICATION OF THE ANALYTIC HIERARCHY PROCESS (AHP) IN THE IMPLEMENTATION OF ANTY POVERTY PROGRAM (APP) IN TIRTOYUDO DISTRICT MALANG

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ABSTRACT

Anty Poverty Program (APP) is one of the poverty reduction programs of East Java Provincial Government which has been adopted by Malang regency since 2005. The basic concept of this program is the empowerment of productive economic enterprises of poor communities facilitated by assistance and business partners as a container / buyer of production community groups. Poor community get grant aid, then become poor community assets to be utilized by members. In the implementation of Anty Poverty Program (APP) not all regions succeeded in implementing it in accordance with the stated goal of poverty reduction. Tirtoyudo District Malang Regency is one of the areas that successfully implemented Anty Poverty Program (APP) well since 2006 and able to reduce the average percentage of poverty by 0.78% in District Tirtoyudo. In the implementation of six groups of people with a total of 124 members. The business undertaken in the field of plantation with the production of coffee, coconut, cabbage and chili-herbal medicine. This research is a descriptive qualitative research using Analytic Hierarchy Process (AHP) analysis method in implementation Anty Poverty Program (APP) in Kecamatan Tirtoyudo. Based on the result of research with consistency ratio of 0,08% shows that management aspect of implementation (0,448) which has highest value compared to other aspect that is coaching and facilitation aspect (0,253), aspect of target determination (0,159), capital aid aspect (0,81) and marketing and partnership aspects (0,58). So in the implementation of Anty Poverty Program (APP) either in Kecamatan Tirtoyudo or other areas, stakeholders need to emphasize the management aspects of implementation both in operational and financial management, followed by aspects of coaching and mentoring, aspects of targeting, partnership, so that the implementation of Anty Poverty Program (APP) goes according to the purpose to reduce the percentage of poverty.

Keyword: Management aspect, Analitic Hierarchy Proses, Percentage, Implementation.

