

ABSTRAK

**PENGARUH ORIENTASI SOSIAL PERANGKAT DESA TERHADAP
KESEJAHTERAAN MASYARAKAT
Studi Kasus di Dusun Grajegan Desa Margokaton
Kecamatan Seyegan Kabupaten Sleman Yogyakarta**

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2011**

Penelitian ini bertujuan untuk mengetahui pengaruh orientasi sosial non sosial dan profit non profit perangkat desa pada kesejahteraan baik secara parsial maupun secara simultan pada masyarakat Dusun Grajegan. Jenis penelitian ini adalah penelitian eksploratif. Dalam penelitian ini, jumlah sampel sebanyak 93 responden. Teknik pengambilan sampel menggunakan teknik *insidental sampling*. Data primer diperoleh melalui kuesioner, sedangkan data sekunder diperoleh melalui data dasar profil Desa Margokaton. Teknik analisis data dilakukan dengan menggunakan analisis regresi linear berganda. Hasil analisis data menunjukkan tidak ada pengaruh yang signifikan baik secara parsial maupun simultan antara orientasi sosial non sosial dan profit non profit perangkat desa pada kesejahteraan masyarakat Dusun Grajegan.

ABSTRACT

**THE INFLUENCES OF THE LOCAL GOVERNMENT SOCIAL
ORIENTATION TO THE PEOPLE'S PROSPERITY**

**A Case Study in *Dusun* Grajegan *Desa* Margokaton *Kecamatan* Seyegan
Kabupaten Sleman Yogyakarta**

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This research was aimed to find out the influences of social and non-social orientation and profitable and non-profitable of local government to the society welfare, both partially and simultaneously to the people of *Dusun* Grajegan. It was an explorative research. In this research, there were 93 respondents. This research used the technique of incidental sampling. The primary data were taken by distributing questioners, while the secondary data were the basic data of *Desa* Margokaton profiles. The data were analyzed using multiple regression. The data analysis showed that there were not any significant influences of social and non-social orientation, and profitable and non-profitable local government to the people's prosperity in *Dusun* Grajegan partially and simultaneously.