

ABSTRAK

**HUBUNGAN ORIENTASI KEWIRAUSAHAAN PERANGKAT  
DESA DAN KESEJAHTERAAN MASYARAKAT**

**Studi Kasus di Dusun Nyamplung Desa Margokaton  
Kecamatan Seyegan Sleman Yogyakarta**

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Penelitian ini bertujuan untuk : 1) Mendeskripsikan orientasi kewirausahaan sosial perangkat desa dalam perspektif anggota masyarakat. 2) Mengukur tingkat kesejahteraan masyarakat dalam perspektif masyarakat. 3) Menjelaskan hubungan antara orientasi kewirausahaan sosial perangkat desa dan kesejahteraan masyarakat. Jenis penelitian ini adalah studi kasus dengan jumlah responden 93 orang responden.

Penulis menggunakan beberapa teknik dalam pengumpulan data yaitu : kuesioner dan wawancara. Teknik analisis data menggunakan teknik analisis persentase yang bertujuan untuk menganalisis karakteristik konsumen dan analisis data *Korelasi Product Moment* untuk mengetahui ada tidaknya ada hubungan antara orientasi kewirausahaan perangkat desa dengan kesejahteraan masyarakat.

Orientasi sosial dan non sosial serta orientasi profit dan non profit tidak ada hubungan secara signifikan terhadap kesejahteraan masyarakat.

**Kata kunci** : orientasi kewirausahaan, sosial, non sosial, profit, non profit, kesejahteraan masyarakat.

ABSTRACT

**THE RELATIONSHIP BETWEEN  
ENTERPRENEURSHIP ORIENTATION OF CHIEF OF HAMLET AND  
WELFARE  
OF HAMLET COMMUNITY**

**Case Studies in Hamlet Nyamplung Village Margokaton  
Sub Seyegan Sleman Yogyakarta**

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The purpose of the research were to: 1) describe the social entrepreneurship orientation of the administrative staff of the village in the perspective of the hamlet community; 2) measure the level of the community prosperity based on the community perspective; and 3) describe the relationship between the social entrepreneurship of the hamlet administrative staff and the welfare of the hamlet community. The study was a case study with respondents consisting of 93 hamlet.

In collecting the data the researcher used questionnaire and interview. The percentage analyzing technique was used to analyze the data in the aim of analyzing the characteristics of the consumers. The *Product Moment Correlation* was used to identify whether or not there was any relationship between the social entrepreneurship of the chief of handler and the welfare of the hamlet community.

Either social and non – social orientation or profit and non – rofit orientation had no significant relation to the welfare of the community.

**Key words:** entrepreneurship orientation, social, non-social, profit, non-profit, community welfare.