



The Effectiveness of the Thematic Village Program in Women Farmers' Groups: A Comparative Study of Two Villages in Tangerang Regency

Hilva Zakiatul Rahmatian¹, Kandung Sapto Nugroho²

Program Studi Ilmu Administrasi Publik, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sultan Ageng Tirtayasa

Corresponding Author e-mail : hilvazakiatulr@gmail.com, kandungsapto@fisip-untirta.ac.id

Article History:

Received: 22-07-2026

Revised: 31-07-2026

Accepted: 31-07-2026

Keywords: *community empowerment; comparative studies; program effectiveness; thematic villages; women farmer group*

Abstract: *The Thematic Village Program is a local government strategy to foster village self-reliance by empowering Women Farmer Groups (Kelompok Perempuan Tani/KWT), yet its outcomes vary considerably across localities. This study measures and compares the effectiveness of the Thematic Village Program implemented by the KWT of Sodong Village and the KWT of Bojong Renged Village, Tangerang Regency, using Campbell's five program-effectiveness indicators. A comparative-descriptive quantitative approach was applied through total sampling of the entire population of 28 KWT members (13 respondents from Sodong and 15 from Bojong Renged), using a 26-item Likert-scale questionnaire that had passed validity ($r_{\text{count}} > 0.374$), reliability (Cronbach's Alpha > 0.70), normality (Shapiro-Wilk, $p > 0.05$), and homogeneity (Levene, $p > 0.05$) tests. The actual-score calculation showed program effectiveness of 78.40 percent in Sodong and 71.15 percent in Bojong Renged, both falling into the good category yet short of the very-good threshold. An Independent Samples t-Test revealed statistically significant differences in three of the five indicators—satisfaction with the program ($p = 0.022$), input-output level ($p = 0.006$), and overall goal attainment ($p = 0.009$)—with Sodong consistently outperforming. These findings indicate that harvest-revenue management and administrative mentoring are the principal factors differentiating program effectiveness between areas with otherwise similar socio-economic characteristics. This study contributes to the literature by demonstrating that institutional governance capacity, rather than policy design alone, determines community empowerment outcomes, with practical implications for prioritizing managerial training in future Thematic Village programs.*

How to Cite: First author., Second author., & Third author. (20xx). The title. Ambidextrous Journal of Innovation Efficiency and Technology in Organizations. 5(1). Pp 40-47
<https://doi.org/10.61536/ambidextrous.v5i03.577>



Introduction

Village development in Indonesia is still overshadowed by a classic problem: welfare inequality. Tangerang Regency is a clear example. Ranked third in the region with the highest number of poor people in Banten, its poverty rate reached 6.42% in 2025 (BPS Banten Province, 2025). Responding to this condition, the Tangerang Regency Community Empowerment and Village Government Office triggered a new policy through the Thematic Village Program in nine sub-districts. The legal basis is clear in Tangerang Regent Regulation Number 67 of 2021. The goal? Boosting local potential, reducing poverty, and accelerating village independence. The results began to be seen in 2024, where 78 of 246 villages (31.71%) successfully obtained independent village status (Decree of the Minister of Villages, PDDT, 2024). However, the story on the ground is not uniform. This achievement is in fact not evenly distributed. Why? Because the key to success at the grassroots level is highly dependent on the capacity of local institutions, one of which is the Women Farmers Group (KWT). The Strategic Role of KWT and Previous Literature As the vanguard, KWT transforms home yards into productive areas based on hydroponics and vegetable gardens, while also becoming a forum for strengthening the economy of village women.

Interestingly, various studies in the last five years have proven that the effectiveness of thematic villages is determined more by citizen participation and institutional governance, rather than the amount of funds disbursed by the government. Surakarta: Cahyani et al. (2020) noted optimal progress when urban tourism elements are combined with citizen capacity. Bogor: Desnamita et al. (2020) emphasized active participation as an absolute requirement for sustainability. Tangerang City: Jasmine and Fawzi (2022) found community social readiness as key to program formation. Semarang & Poland: Gustantya et al. (2025) on Rejomulyo Batik Village and the international study of Idziak et al. (2015) on thematic villages in Poland both concluded that institutional management and long-term participation are the main determinants of success. Specifically in the KWT scope, Widianingsih (2024) in Situraja, Sumedang, found that minimal socialization and uneven government assistance often become obstacles. Research by Rahyunanto et al. (2025) and Musdalipa et al. (2026) reinforces this: household income and food security can only increase if there is continuous assistance and solid production management. Unfortunately, the majority of these studies still revolve around descriptive-qualitative methods in one location (single locus).

The result? There is no statistically measurable comparative picture of why two groups with similar programs can produce opposite levels of effectiveness. Research Gap and Novelty This gap is what contrasts between the KWT of Sodong Village and the KWT of Bojong Renged Village in Tangerang Regency. Both groups actually carry similar concepts: hydroponic and vegetable cultivation. The difference lies in financial matters. KWT of Sodong Village relies on the sale of harvests plus educational visit packages that are neatly recorded administratively. The contrasting condition is seen in KWT of Bojong Renged Village, which still relies entirely on self-help contributions from members without being balanced by orderly bookkeeping. This gap in governance is an interesting research gap to be analyzed quantitatively and comparatively.

Why? Because previous literature has not addressed the inferential link between financing and group administration aspects and program effectiveness. Stemming from this issue, this research sets three core questions: To what extent is the Thematic Village Program effective in the KWT of Sodong Village? How is the program's effectiveness achieved in the KWT of Bojong Renged Village? And, to what extent are differences in effectiveness between these groups statistically proven? The main focus of this research is to calculate effectiveness scores in each entity and to test their comparisons measurably. Herein lies the novelty offered: applying a quantitative-comparative design by measuring Campbell's five indicators simultaneously in two entities with different characteristics, then testing them via the Independent Samples t-Test. This is a relatively new methodological breakthrough, considering



Research methods

This study uses a quantitative approach with a descriptive-comparative design to obtain an overview of the differences and similarities in the effectiveness of the Thematic Village Program between the KWT of Sodong Village and KWT of Bojong Renged Village, Tigaraksa District and Teluknaga District, Tangerang Regency. The study population was all members of both KWTs, totaling 28 people (13 members of KWT of Sodong Village and 15 members of KWT of Bojong Renged Village). Because the population is relatively small, this study uses a saturated sampling technique (total sampling) so that all members of the population become respondents, without random sampling.

The research instrument was a closed-ended questionnaire with a four-point Likert scale (1 = strongly disagree to 4 = strongly agree) consisting of 26 statement items. The items were arranged based on five indicators and twelve sub-indicators of program effectiveness adapted from Campbell's theory (in Steers, 2008), namely program success (community understanding, activity process, sustainability), target success (accuracy and affordability of beneficiaries), satisfaction with the program (suitability and perceived satisfaction), input and output levels (costs, human resources, perceived benefits), and overall goal achievement (goal achievement and improvements perceived by the community). Primary data were collected through three techniques, namely initial observation, direct distribution of printed questionnaires to all respondents, and documentation in the form of activity photos and supporting secondary data.

The collected data was processed through the stages of checking (editing), coding, and data entry into the SPSS 25.0 program. Validity testing was carried out using the Pearson Product Moment correlation technique, with the criteria that the item is declared valid if the calculated r value is greater than the r table at a significance level of 5 percent (r table = 0.374). The reliability test used the Cronbach's Alpha coefficient with a threshold of 0.70. The prerequisite analysis tests included the Shapiro-Wilk normality test (selected because the number of samples was below 50) and the Levene homogeneity test, both of which became the basis for determining the type of hypothesis test. Because the data was normally distributed and homogeneous, comparative hypothesis testing was carried out using the Independent Samples t-Test on the Equal Variances Assumed row, with the criteria that there is a significant difference if the Sig. (2-tailed) value is less than 0.05.

To measure the program's effectiveness descriptively, the actual score formula is used, namely the real score (total respondent answers) divided by the ideal score (the highest score multiplied by the number of items multiplied by the number of respondents) multiplied by 100 percent. The actual score results are then grouped into four interpretation categories adapted from Arikunto (2010), namely 25.00–43.75 percent (not good), 43.76–62.50 percent (less good), 62.51–81.25 percent (good), and 81.26–100.00 percent (very good). All the procedures above — from population, instruments, to analysis techniques — are arranged so that this research can be replicated in the context of thematic villages and other farmer groups with similar limited population characteristics.

Results and Discussion

The research respondents numbered 28 people, consisting of 13 members of the KWT of Sodong Village and 15 members of the KWT of Bojong Renged Village, all of whom were female and dominated by the productive age range of 41–50 years (46 percent in Sodong Village and 67 percent in Bojong Renged Village). The majority of respondents were housewives (84–87 percent), while in terms of education, members of the KWT of Sodong Village were relatively higher (46 percent graduated from high school) compared to the KWT of Bojong Renged Village which was dominated by elementary school graduates (53 percent).

Prior to hypothesis testing, the research instrument was first tested for its feasibility. A Pearson Product Moment validity test of 26 items showed that all calculated r values were in the range of 0.405–0.847, greater than the table r of 0.374, thus declaring all items valid. A summary of the reliability test per dimension is presented in Table 1.

Table 1. Summary of Research Instrument Reliability Test

Dimensions	Number of Items	Cronbach's Alpha	Information
Program Success	8	0.763	Reliable
Target Success	4	0.732	Reliable
Satisfaction with the Program	4	0.749	Reliable
Input and Output Levels	6	0.836	Reliable
Achieving Overall Goals	4	0.779	Reliable

Source: Results of data processing SPSS 25.0, 2026.

The Cronbach's Alpha value for all dimensions was above 0.70, thus the instrument was declared reliable. Furthermore, the Shapiro-Wilk normality test showed a significance value of 0.504 (Sodong Village) and 0.516 (Bojong Renged Village), both greater than 0.05, indicating that the data were normally distributed. Levene's homogeneity test for all dimensions also yielded a significance value above 0.05 (0.374–0.882), indicating that the variances of both groups were homogeneous. These two prerequisites formed the basis for selecting the Independent Samples t-Test with the Equal Variances Assumed row as a comparative hypothesis test, the results of which are presented in Table 2.

Table 2. Results of Independent Samples t-Test per Program Effectiveness Indicator

Indicator	Sig. (2-tailed)	Information
Program Success	0.675	Not significant
Target Success	0.056	Not significant (approaching the limit)
Satisfaction with the Program	0.022	Significant; Sodong > Bojong Renged
Input and Output Levels	0.006	Significant; Sodong > Bojong Renged
Achieving Overall Goals	0.009	Significant; Sodong > Bojong Renged

Source: Results of data processing SPSS 25.0, 2026.

Table 2 shows that of the five effectiveness indicators tested, three—program satisfaction, input and output levels, and overall goal achievement—yielded significant differences (Sig. < 0.05), with the Sodong Village KWT consistently receiving higher ratings. The other two indicators, program success and target success, did not show significant differences, although the target success score (0.056) was very close to the 0.05 threshold.

To clarify the magnitude of achievement of each indicator descriptively, the actual score was calculated for each KWT and presented in Table 3.

Table 3. Actual Score of Program Effectiveness per Indicator

Indicator	Actual Sodong Score (%)	Bojong Renged Actual Score (%)	Category
Program Success	71.37	77.50	Good
Target Success	90.87	76.67	Good–Very Good
Satisfaction with the Program	78.37	67.50	Good
Input and Output Levels	75.32	68.06	Good
Achieving Overall Goals	81.73	58.75	Good–Not Good

Source: Processed from research data, 2026.

Ambidextrous: Journal of Innovation Efficiency and Technology in Organization

<https://doi.org/10.61536/ambidextrous.v5i01.577>

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The actual overall instrument score (26 items) shows the effectiveness of the Thematic Village Program in KWT Sodong Village of 78.40 percent (real score 1,060 from an ideal score of 1,352) and in KWT Bojong Renged Village of 71.15 percent (real score 1,110 from an ideal score of 1,560), as summarized in Table 4. Referring to Arikunto's (2010) interpretation criteria, both villages are in the good category (62.51–81.25 percent) but have not yet reached the threshold of the very good category (81.26 percent and above).

Table 4. Recapitulation of Actual Scores of the Effectiveness of the Thematic Village Program

Location	Real Score	Ideal Score	Actual Score (%)	Category
KWT Sodong Village	1,060	1,352	78.40	Good
KWT Bojong Renged Village	1,110	1,560	71.15	Good

Source: Processed from research data, 2026.

Discussion

The finding that the effectiveness of the Thematic Village Program in both KWTs is in the good but not very good category is in line with the pattern found by Widianingsih (2024) in the KWT of Situraja District, Sumedang, which revealed that KWT empowerment is often hampered by government socialization that has not reached all groups evenly. A similar pattern is also seen in this study: although the KWTs of Sodong Village and Bojong Renged Village both received guidance from the Community Empowerment and Village Government Office, the intensity of the assistance received by the two groups does not seem to be completely equal, so that it is reflected in significant differences in input and output level indicators and overall goal achievement.

Significant differences in program satisfaction indicators reinforce the argument of Rahyunanto et al. (2025) that the success of KWT in increasing household income is largely determined by the extent to which production management is carried out in a planned manner. KWT Sodong Village, which manages income from harvest sales and educational visits in a recorded manner, showed a higher level of member satisfaction (actual score of 78.37 percent) compared to KWT Bojong Renged Village, which still relies on personal member contributions without orderly administrative records (67.50 percent). This condition confirms the findings of Musdalipa et al. (2026), who concluded that KWT empowerment strategies based on yard utilization are only effective in strengthening food security if accompanied by solid institutional governance, not simply the availability of productive land.

In terms of input and output indicators, the superiority of the Sodong Village KWT (75.32 percent compared to 68.06 percent) also aligns with the conclusions of Gustantya et al. (2025) in Rejomulyo Batik Village, Semarang, who found that the effectiveness of thematic villages is determined more by the efficiency of internal resource management than by the amount of external assistance alone. Conversely, the insignificant difference in program success indicators aligns with the findings of Cahyani et al. (2020) and Desnamita et al. (2020) that aspects of understanding and the process of thematic village activities can be achieved relatively evenly as long as there is adequate initial socialization, regardless of differences in group financing patterns—this is consistent with the results of this study, which show that both KWTs are in the good category for these indicators (71.37 percent and 77.50 percent).

Interestingly, in terms of target success indicators, the Sodong Village KWT actually had a significant advantage descriptively (90.87 percent compared to 76.67 percent) but was not statistically significant (Sig. = 0.056). This pattern indicates considerable variation in respondent responses within each group, so the mean difference is not strong enough to be conclusively stated. This finding is relevant to Jasmine and Fawzi's (2022) observation that the accuracy of thematic village targets is strongly influenced by the individual social readiness of each member, not simply the characteristics of the group as a whole. Therefore, internal group variation needs to be taken into account in interpreting the results.

Overall, this pattern of findings reinforces Idziak et al.'s (2015) view, based on the experience of the thematic villages project in Poland, that the sustainability of community-based programs is determined more by the long-term management capacity of local institutions than by the policy design

itself. In the context of this study, both KWTs received identical Thematic Village policy frameworks from the Tangerang Regency Government, but differences in administrative capacity and crop management resulted in varying levels of effectiveness. The implication is that future policy interventions need to be more directed at strengthening institutional capacity at the group level—rather than just providing physical facilities—to narrow the gap in effectiveness between the thematic villages.

Conclusion

- The effectiveness of the Thematic Village Program in the KWT of Sodong Village was recorded at 78.40 percent, which is included in the good category but has not yet reached the very good category.
- The effectiveness of the Thematic Village Program in the KWT of Bojong Renged Village was recorded at 71.15 percent, also included in the good category but with lower achievements compared to Sodong Village.
- Independent Samples t-Test showed significant differences in three of the five effectiveness indicators — satisfaction with the program, input and output levels, and overall goal achievement — with KWT Sodong Village consistently superior, while indicators of program success and target success did not show significant differences.
- Differences in the pattern of managing harvest income and the orderly administration of the groups are the main differentiating factors that explain the gap in effectiveness between the two KWTs, even though both implement the same Thematic Village policy framework.

Suggestion

For the Tangerang Regency Government, especially the Community Empowerment and Village Government Office, it is recommended to provide assistance in harvest management and group financial administration training evenly to all KWT implementing the Thematic Village, with priority given to groups that still rely on personal contributions from members such as the KWT of Bojong Renged Village. Support in the form of quality plant seeds and agricultural production facilities also needs to be distributed proportionally so that the capacity gap between groups can be reduced. For future researchers, it is recommended to expand the scope of the study to other thematic villages in Tangerang Regency by adding explanatory variables such as the level of extension assistance and the duration of group participation in the program, in order to enrich the understanding of the determinants of the effectiveness of the women's farmer group-based empowerment program.

Thank-you note

The author would like to express his gratitude to the Public Administration Study Program, Faculty of Social and Political Sciences, Sultan Ageng Tirtayasa University, as well as to the administrators and members of the KWT of Sodong Village and KWT of Bojong Renged Village, Tangerang Regency, for their willingness to be respondents and provide the data needed in this study.

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