

Group Dynamics Of Wanita Tani Seruni In The Trade Of Banana Plant's Processing (In Gamelan Village, Sendangtirto Village, Berbah District, Sleman Regency).

Sri Dwi Jayanti

**Dr. Ir Indardi, M.Si/ Ir. Siti Yusi Rusimah, MS
Program Studi Agribisnis Fakultas Pertanian UMY**

ABSTRACT

Wanita Tani Seruni Group is an active group in the production of processed banana plant and has succeeded in the processing innovation , therefore need to know the dynamics that happen in Wanita Tani Seruni Group. The study aims to describe the group dynamics of Wanita Tani Seruni and to describe the factors that affect the group dynamics of Wanita Tani Seruni in Gamelan Village, Sendangtirto Village, Berbah District, Sleman Regency. Respondents determined with find the key informant. The data collected with the interview methode and documentation. Analysis methode is descriptive. The study result is indicating that group dynamics of Wanita Tani Seruni can be seen from the duration of standing the group in year 2009 until now. The production that was did in sustainable and the member that be able to change the family economy. The activity is keep walking because the leading, the group's norm, group character, togetherness of the group, the atmosphere of the group that goes well, and factors that affect of group dynamic Wanita Tani Seruni internally that include: the level of informal education, group experience, and external factor that include: founding from government agencies.

Keyword: *Wanita Tani Seruni Group, Group Dynamics, Banana Plant.*