

ABSTRACT

Rural development is an integral part of national development. The concept of village development involves community participation in its implementation. Community participation can be realized in the form of ideas, energy, materials / food and money donations. Currently infrastructure has become one of the focuses in village development. Pidodo Wetan village is one of the villages in Kendal Regency with insufficient infrastructure. The infrastructure the community needs is roads and irrigation channels

This study aims to analyze the level of participation and willingness to pay the community in rural infrastructure development. This study uses quantitative descriptive analysis in analyzing the participation rate and Contingent Valuation Method in analyzing the willingness to pay the community. The data used are primary and secondary data. Primary data sourced from questionnaire result 92 responden. Secondary data is sourced from Pidodo Wetan Village Office.

The results showed that the level of community participation in the construction of infrastructure Pidodo Wetan village is in the high category. Form of participation is most widely given the power and material / food. Furthermore, the average value of willingness to pay the community of Rp 10,500 with the total value of willingness to pay of Rp13.728.000. Family income affects the value of the willingness to pay of the community, whereas gender, age, and education have no effect on the bid willingness to pay of the community.

Keywords: community participation, willingness to pay, contingent valuation method, Pidodo Wetan Village.