ABSTRACT

Poverty is a complex problem so that the necessary treatment in an integrated and sustainable. Some way have been taken to address the problem of poverty so that the conditions of poverty in Semarang is relatively low compared with other cities in Central Java Province. "Nggalang Doyo Mbangun Kutho" is a program of the City to foster social awareness, both about themselves, their families and to the surrounding residents and the wider community, especially a concern for those who are less fortunate / poor. City Government's efforts to accelerate poverty reduction (the acceleration of poverty reduction strategies) is through a program GERDU KEMPLING (Integrated Movement in the Field of Health, Economics, Education, Infrastructure and Environment). The importance of poverty reduction programs such as high poverty may also affect a country's economic development.

This study examines the handling of poverty programs in Semarang. The purpose of this study is expected to provide a picture of poverty, analyzing alternatives programs in an effort to reduce poverty and establish priorities of poverty reduction programs in Semarang. The data used in this study were obtained from the primary relevant agencies and browsing the internet website as a supporter. While the analytical methods used are Hierarchy Process Analysis Method.

The results of this study indicate the overall analysis of the AHP by respondents can be concluded that the key persons Jamkesmas program is the main priority with the highest weights of the ten policy alternatives in an effort to reduce poverty in Semarang is viewed from the aspect of the rescue has a value of ≤ 0.1 inconsistency ratio, which means analysis results are consistent and acceptable and can be implemented as a program to achieve the target weight value 0.421.

Key words: poverty, AHP, JAMKESMAS.