

RINGKASAN

Upaya menjamin transparansi dan akuntabilitas dalam penyaluran pupuk bersubsidi kepada petani, dan menindaklanjuti rekomendasi Litbang Komisi Pemberantasan Korupsi (KPK) serta Badan Pemeriksa Keuangan (BPK), maka dilakukan implementasi penebusan pupuk bersubsidi menggunakan Kartu Tani. Kartu tani merupakan salah satu inovasi baru dibidang pertanian yang dibuat dengan tujuan untuk meminimalisir banyaknya permasalahan yang terjadi dalam pendistribusian pupuk bersubsidi. Permasalahan yang dihadapi, antara lain: 1) penyelewengan distribusi pupuk bersubsidi; 2) kesenjangan antara ketersediaan dan kebutuhan; dan 3) terjadinya bias sasaran/target serta 4) terjadinya penyaluran pupuk yang belum tepat sasaran, perembesan, kelangkaan pupuk, dan kenaikan harga di tingkat petani. Penelitian ini bertujuan untuk mengetahui dan menganalisis : 1) pengaruh karakteristik petani terhadap adopsi inovasi penggunaan kartu tani di Kabupaten Banyumas, 2) faktor internal dan eksternal dalam pelaksanaan program kartu tani, 3) efektivitas program berdasarkan azas enam tepat (6T), 4) strategi dalam meningkatkan adopsi inovasi penggunaan kartu tani di Kabupaten Banyumas.

Penelitian dilaksanakan pada bulan Juni hingga Juli 2021 di Kabupaten Banyumas. Sasaran penelitian pemerintah selaku pengambil kebijakan dan petani pemilik kartu tani di Kabupaten Banyumas. Metode penelitian yang digunakan adalah metode kuantitatif yang bersifat ekplanatif. Penentuan sampel menggunakan metode *multistage random sampling* dan diperoleh 105 responden petani untuk menganalisis karakteristik dan efektivitas program dan 25 responden untuk penentuan strategi. Metode analisis data yang digunakan adalah analisis deskriptif, analisis regresi linier berganda, analisis matrik IFES dan EFAS, dan analisis SWOT.

Hasil penelitian menunjukkan bahwa karakteristik petani yang berpengaruh terhadap adopsi inovasi penggunaan kartu tani adalah pengalaman bertani dan jarak ke sumber teknologi. Faktor internal dan eksternal dalam pelaksanaan program kartu antara lain; Ketersediaan infrastruktur dasar seperti sarana pupuk, kartu tani, mesin EDC, dan infrastruktur jalan mendukung untuk pelaksanaan program kartu tani sebagai kekuatan; Pengetahuan, sikap dan perilaku masyarakat tani dalam upaya mendukung program penggunaan kartu tani sebagai kelemahan; Berbagai Undang-undang tentang pupuk bersubsidi dan penggunaannya pusat dan daerah dalam upaya meminimalisir penyelewengan penyaluran pupuk bersubsidi di Kabupaten Banyumas sebagai peluang; Kondisi sosial, politik, dan ekonomi internasional dalam upaya mendukung program kartu tani di Kabupaten Banyumas mengingat bahan baku utama pupuk bersubsidi masih import sehingga berpengaruh terhadap harga pupuk sebagai ancaman. Berdasarkan analisis faktor internal dan faktor eksternal program kartu tani berada pada kuadran dua yang berarti alternatif strategi yang digunakan yaitu strategi membangun dan tumbuh. Efektivitas program kartu tani berdasarkan azas enam tepat (6T) diperoleh hasil persentase rata-rata sebesar 60,9 % yang berarti bahwa efektivitas program kartu tani berada dalam kategori cukup efektif. Strategi peningkatan adopsi inovasi antara lain; Mengoptimalkan sumberdaya serta sarana dan prasarana untuk mengembangkan program kartu tani; Memberikan program pendampingan dan penyuluhan sehingga dapat meningkatkan pengetahuan dan ketrampilan petani dalam melaksanakan program kartu tani; mengembangkan keterampilan sumberdaya manusia sehingga dapat meningkatkan produktivitas; Memperkuat kelembagaan petani.

Kata kunci: Strategi, Adopsi Inovasi, Kartu Tani, SWOT, Kabupaten Banyumas.

SUMMARY

Efforts to ensure transparency and accountability in the distribution of subsidized fertilizers to farmers, and following up on the recommendations of the Corruption Eradication Commission (KPK) and the Supreme Audit Agency (BPK), the implementation of subsidized fertilizer redemption is carried out using the Farmer's Card. The farmer card is one of the new innovations in the field of agriculture which was created with the aim of minimizing the number of problems that occur in the distribution of subsidized fertilizers. The problems faced, among others: 1) misuse of subsidized fertilizer distribution; 2) the gap between availability and demand; and 3) the occurrence of target and 4) the occurrence of fertilizer distribution that has not been targeted, seepage, fertilizer scarcity, and price increases at the farmer level. This study aims to determine and analyze: 1) the effect of farmer characteristics on the adoption of innovation using the farmer card in Banyumas Regency, 2) internal and external factors in the implementation of the farmer card program, 3) the effectiveness of the program based on the six precise principles (6T), 4) strategy in increasing the adoption of innovation in the use of farmer cards in Banyumas Regency.

The research was carried out from June to July 2021 in Banyumas Regency. The research target of the government as policy makers and farmers who own farmer cards in Banyumas Regency. The research method used is a quantitative method that is explanative. Determination of the sample using multistage random sampling method and obtained 105 respondents farmers to analyze the characteristics and effectiveness of the program and 25 respondents to determine the strategy. The data analysis methods used were descriptive analysis, multiple linear regression analysis, IFES and EFAS matrix analysis, and SWOT analysis.

The results of the study indicate that the characteristics of farmers that influence the adoption of innovation using farmer cards are farming experience and distance to technology sources. Internal and external factors in the implementation of the card program include; The availability of basic infrastructure such as fertilizer facilities, farmer cards, EDC machines, and road infrastructure supports the implementation of the farmer card program as a strength; Knowledge, attitudes and behavior of the farming community in an effort to support the program using the farmer's card as a weakness; Various laws on subsidized fertilizers and their use at the central and regional levels in an effort to minimize misuse of subsidized fertilizer distribution in Banyumas Regency as opportunities; International social, political, and economic conditions in an effort to support the farmer's card program in Banyumas Regency considering that the main raw materials for subsidized fertilizers are still imported, thus affecting fertilizer prices as a threat. Based on the analysis of internal factors and external factors, the farmer card program is in quadrant two, which means that the alternative strategy used is the strategy of building and growing. The effectiveness of the farmer's card program based on the principle of six right (6T) obtained an average percentage of 60.9%, which means that the effectiveness of the farmer's card program is in the quite effective category. Strategies to increase innovation adoption include; Optimizing resources and facilities and infrastructure to develop farmer card programs; Provide mentoring and counseling programs so as to improve the knowledge and skills of farmers in implementing the farmer card program; develop human resource skills so as to increase productivity; Strengthening farmer institutions.

Keywords: *Strategies, Adoption & Innovation, Farmers card, SWOT, Banyumas Regency.*