

ABSTRAK

Peningkatan produktivitas dan kualitas hasil tanaman sangat dipengaruhi oleh kualitas dan kuantitas benih yang diikuti dengan aplikasi teknologi budidaya lainnya seperti pupuk berimbang mempunyai pengaruh yang nyata terhadap produktivitas, produksi dan mutu hasil produk tanaman pangan serta digunakan secara konsisten oleh petani dalam setiap usaha taninya. Fokus kegiatan di bidang perbenihan mengacu pada fungsi Direktorat Perbenihan berorientasi pada Pengelolaan Sistem Penyediaan Benih. Perumusan masalah dalam penelitian ini adalah bagaimana karakteristik petani, hubungan karakteristik dengan program, efektivitas program, faktor internal maupun eksternal program, dan strategi kebijakan apa yang harus dilakukan dalam pelaksanaan program.

Penelitian ini dilaksanakan pada bulan juni hingga juli 2022 di kabupaten purbalingga, Sasaran dan obyek penelitian adalah petani dan pelaku kebijakan di Kabupaten Purbalingga. Metode pengambilan sampel ditentukan secara sengaja dan jumlah sampel yang diambil sebanyak 52 orang. Variabel yang digunakan ada 6 yaitu luas lahan, pendapatan, umur petani, pengalaman bertani, dan peran penyuluhan. Selain itu efektivitas menggunakan 4 azas tepat, dan untuk strategi menggunakan analisis SWOT.

Hasil penelitian menunjukkan karakteristik petani yang terdiri dari umur, luas lahan, pendapatan, pengalaman berusaha tani, pendidikan, dan peran penyuluhan bersama-sama mempengaruhi tingkat keberhasilan program bantuan benih jagung hibrida, sedangkan secara parsial hanya luas lahan dan pendapatan berpengaruh terhadap program benih bantuan jagung hibrida, sedangkan variabel lain secara parsial tidak berpengaruh terhadap program bantuan benih jagung hibrida. Total terdapat Sembilan faktor internal dan sepuluh faktor eksternal dalam pelaksanaan bantuan benih jagung hibrida di Kabupaten Purbalingga. Berdasarkan hasil analisis faktor internal dan eksternal program bantuan benih jagung hibrida masuk dalam kategori kuadra IV yang berarti alternatif strategi yang digunakan adalah strategi membangun dan tumbuh. Efektivitas program bantuan benih jagung hibrida berdasarkan azas empat tepat (4T) diperoleh hasil rata – rata nilai sebesar 62,7 persen yang berarti efektivitas program bantuan benih jagung hibrida ini masuk dalam kategori cukup efektif. Dari empat faktor terdapat satu faktor yang masuk dalam kategori tidak efektif yaitu tepat sasaran, artinya masih terdapat petani yang merasa belum belum puas terhadap program benih bantuan jagung hibrida ini. Berdasarkan hasil analisis SWOT diperoleh beberapa strategi untuk meningkatkan kualitas program bantuan benih jagung hibrida di Kab. Purbalingga yaitu: Mengoptimalkan sumberdaya yang ada di semua lini dan menjalin kerjasama dengan pihak swasta, melakukan sosialisasi serta meningkatkan partisipasi kelompok agar mendapatkan sumber informasi yang jelas dan cepat, mengembangkan ketrampilan sumberdaya manusia, memberikan penyuluhan terkait keadaan cuaca atau iklim yang tidak menentu, serta dapat membuat jalur penjualan baru agar dapat meningkatkan nilai tawar harga yang lebih tinggi. Memperkuat kelembagaan petani, meningkatkan kualitas informasi, dan melakukan penyuluhan rutin terhadap perkembangan kondisi harga, kondisi peternak, dan kelembagaan.

Kata kunci: program, jagung, bantuan, hibrida, Kabupaten Purbalingga

SUMMARY

The increase in productivity and quality of crop yields is strongly influenced by the quality and quantity of seeds followed by the application of other cultivation technologies such as balanced fertilizers have a real influence on the productivity, production and quality of food crop products and are used consistently by farmers in every farming business. The focus of activities in the field of seed refers to the function of the Directorate of Treasury oriented towards the Management of the Seed Supply System. The formulation of the problems in this study is how the characteristics of farmers, the relationship of characteristics with the program, the effectiveness of the program, internal and external factors of the program, and what policy strategies should be carried out in the implementation of the program.

This research was carried out from June to July 2022 in Purbalingga district, the targets and objects of the study were farmers and policy actors in Purbalingga Regency. The sampling method was determined intentionally and 52 samples were taken. There are 6 variables used, namely land area, income, age of farmers, farming experience, and the role of extension workers. In addition the effectiveness of using 4 principles is appropriate, and for strategy using a SWOT analysis.

The results showed that the characteristics of farmers consisting of age, land area, income, farming experience, education, and the role of extension workers together influenced the success rate of the hybrid corn seed assistance program, while partially only land area and income affected the hybrid corn seed assistance program, while other variables partially did not affect the hybrid corn seed assistance program. In total, there are nine internal factors and ten external factors in the implementation of hybrid corn seed assistance in Purbalingga Regency. Based on the results of the analysis of internal and external factors, the hybrid corn seed assistance program falls into the quadra IV category which means that the alternative strategy used is the building and growing strategy. The effectiveness of the hybrid corn seed assistance program based on the principle of four precise (4T) obtained an average score of 62.7 percent, which means that the effectiveness of this hybrid corn seed assistance program is included in the category of quite effective. Of the four factors, there is one factor that falls into the category of not being effective, namely being on target, meaning that there are still farmers who feel that they are not satisfied with this hybrid corn seed program. Based on the results of the SWOT analysis, several strategies were obtained to improve the quality of the hybrid corn seed assistance program in Purbalingga Regency, namely: Optimizing existing resources on all fronts and collaborating with the private sector, socializing and increasing group participation in order to get clear and fast sources of information, developing human resource skills, providing counseling related to uncertain weather or climate conditions, and can create new sales channels in order to increase the bargaining value of higher prices. and strengthening farmer institutions, improving the quality of information, and conducting regular counseling on the development of price conditions, breeder conditions, and institutions.

Keywords: program, corn, assistance, hybrid, Purbalingga Regency