

ABSTRAK

Subsidi pupuk merupakan salah satu kebijakan strategis pemerintah dalam mendukung produktivitas sektor pertanian yang berkelanjutan. Namun, implementasi kebijakan ini di Kabupaten Banjarnegara masih menghadapi berbagai kendala, khususnya dalam efektivitas penyaluran melalui kartu tani. Penelitian ini bertujuan untuk mengkaji tingkat efektivitas penyaluran pupuk bersubsidi di wilayah tersebut serta mengidentifikasi faktor-faktor pendukung dan penghambat yang memengaruhinya.

Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei terhadap petani yang tersebar di 20 kecamatan di Kabupaten Banjarnegara. Penentuan sampel dilakukan menggunakan rumus Slovin dengan tingkat signifikansi tertentu dari populasi petani sebanyak 21.281 orang. Variabel yang dianalisis mencakup efektivitas penyaluran pupuk, persepsi petani terhadap kartu tani, kualitas pelayanan kios, dan persepsi terhadap peran pemerintah.

Hasil penelitian menunjukkan bahwa meskipun program kartu tani memiliki tujuan baik dalam mengefektifkan distribusi pupuk bersubsidi, masih ditemukan kendala seperti keterbatasan sosialisasi, kesalahan data petani, ketidaktepatan waktu distribusi, serta rendahnya kualitas pelayanan di tingkat kios. Peran pemerintah sebagai regulator, fasilitator, dan katalisator dinilai masih belum optimal oleh sebagian besar petani. Oleh karena itu, diperlukan evaluasi menyeluruh dan perbaikan sistem penyaluran pupuk bersubsidi dengan memperkuat sinergi antarlembaga, meningkatkan literasi petani terhadap program kartu tani, serta memastikan pengawasan distribusi berjalan secara transparan dan akuntabel.

Kata Kunci: Subsidi pupuk, kartu tani, efektivitas penyaluran, persepsi petani, peran pemerintah, Banjarnegara.

ABSTRACT

Fertilizer subsidy is one of the government's strategic policies in supporting sustainable agricultural sector productivity. However, the implementation of this policy in Banjarnegara Regency still faces various obstacles, especially in the effectiveness of distribution through farmer cards. This study aims to examine the level of effectiveness of subsidized fertilizer distribution in the region and identify supporting and inhibiting factors that influence it.

The method used is a quantitative approach with a survey technique on farmers spread across several sub-districts. Sample determination was carried out using the Slovin formula with a certain level of significance from a farmer population of 21,281 people. The variables analyzed include the effectiveness of fertilizer distribution, farmers' perceptions of farmer cards, kiosk service quality, and perceptions of the role of the government.

The results of the study indicate that although the farmer card program has good intentions in making subsidized fertilizer distribution effective, there are still obstacles such as limited socialization, errors in farmer data, inaccurate distribution times, and low quality of service at the kiosk level. The role of the government as a regulator, facilitator, and catalyst is considered still not optimal by most farmers. Therefore, a comprehensive evaluation and improvement of the subsidized fertilizer distribution system is needed by strengthening synergy between institutions, increasing farmer literacy regarding the farmer card program, and ensuring that distribution supervision is carried out in a transparent and accountable manner.

Keywords: Fertilizer subsidy, farmer card, distribution effectiveness, farmer perception, government role in Banjarnegara Regency.

