

RINGKASAN

Upaya peningkatan kesejahteraan petani selalu menghadapi permasalahan diantaranya pengetahuan, ketrampilan, sumberdaya dan motivasi serta masalah sosial lainnya. Salah satu permasalahan sosial dalam pembangunan pertanian adalah kelembagaan. Program pemerintah yang dilaksanakan oleh kelembagaan petani dalam upaya menjamin transparansi penyaluran pupuk bersubsidi adalah kartu tani. Saat ini masih banyak kelembagaan petani yang belum berjalan sesuai dengan fungsinya sebagai kelas belajar, wahana kerja sama dan unit produksi pada penerapan program pupuk bersubsidi, sehingga diperlukan kinerja dan strategi untuk penguatan kelembagaan dalam penerapan program pupuk bersubsidi. Penelitian ini bertujuan untuk mengetahui penerapan program pupuk bersubsidi, kinerja kelembagaan kelompok tani dan strategi penguatan kelembagaan kelompok tani dalam program pupuk bersubsidi di Kabupaten Cilacap.

Penelitian ini merupakan penelitian survey dengan analisa data deskriptif kuantitatif dan kualitatif. Pendekatan kualitatif dengan fokus pada strategi penguatan kelembagaan terhadap Program Pupuk Bersubsidi. Kinerja kelembagaan kelompok tani terhadap Program Pupuk Bersubsidi digunakan Skala Likert dengan metode kuantitatif. Penelitian kualitatif menggunakan observasi terstruktur dan interaksi komunikasi terutama *in depth interview* (wawancara mendalam). Penentuan sampel petani dipilih menggunakan teknik *Stratified proporsional random sampling*. Analisis yang dilakukan analisis matriks IFAS dan EFAS, dan analisis SWOT serta analisis QSPM.

Hasil penelitian menunjukkan bahwa penerapan Program Pupuk Bersubsidi Penerapan program pupuk bersubsidi di Kabupaten Cilacap dilakukan melalui dua cara yaitu menggunakan kartu tani sebanyak 85,69% dan menggunakan Kartu tanda penduduk (KTP) sebanyak 14,31%, Kinerja kelembagaan kelompok tani dalam penerapan program pupuk bersubsidi termasuk dalam kategori baik dengan capaian 53,52%. Faktor internal dan eksternal penerapan program pupuk bersubsidi berada pada kuadran I merupakan situasi yang sangat menguntungkan bagi kelompok tani yaitu kelompok memiliki kekuatan untuk memanfaatkan peluang dalam penguatan kelembagaan mendukung kebijakan pertumbuhan yang agresif (*growth oriented strategy*). Hasil analisis QSPM diperoleh nilai TAS tertinggi yaitu 6,48 dengan strategi “Pengembangan “DATSUBEMA” (Data, Susun dan Tebus Bersama)”.

Kata Kunci : Pupuk Bersubsidi, Kinerja, Kelompok Tani, Penguatan Kelembagaan

SUMMARY

Efforts to improve the welfare of farmers always face problems - problems including knowledge, skills, resources and motivation as well as other social problems. One of the social problems in agricultural development is institutionalization. The government program in an effort to ensure transparency in the distribution of subsidized fertilizers is the farmer card. Currently there are still many farmer institutions that have not been running according to their function as a learning class, a vehicle for cooperation and a production unit in the application of the farmer card program, so an evaluation and strategy for institutional strengthening is needed in the application of the subsidized fertilizers program. This study aims to determine the application of the subsidized fertilizers program, the performance of farmer group institutions and strategies for strengthening farmer group institutions in the subsidized fertilizers program in Cilacap Regency.

This research is a survey study with quantitative and qualitative descriptive data analysis. The qualitative approach focuses on institutional strengthening strategies for the Subsidized Fertilizer Program. The institutional performance of farmer groups in the Subsidized Fertilizer Program uses a Likert Scale with quantitative methods. Qualitative research uses structured observation and communication interactions, especially in-depth interviews. The farmer sample was selected using the Stratified proportional random sampling technique. The analysis used IFAS and EFAS matrix analysis, as well as SWOT analysis and QSPM analysis.

The results of the study indicate that the implementation of the Subsidized Fertilizer Program. The implementation of the subsidized fertilizer program in Cilacap Regency is carried out in two ways, namely using farmer cards as much as 85.69% and using resident identity cards (KTP) as much as 14.31%. The institutional performance of farmer groups in implementing the subsidized fertilizer program is included in the good category with an achievement of 53.52%. Internal and external factors for the implementation of the subsidized fertilizer program are in quadrant I, which is a very profitable situation for farmer groups, namely the group has the power to take advantage of opportunities in strengthening institutions to support aggressive growth policies (growth oriented strategy). The results of the QSPM analysis obtained the highest TAS value of 6.48 with the strategy of "Developing "DATSUBEMA" (Data, Susun dan Tebus Bersama)".

Keywords: Subsidized Fertilizer, Performance, Farmer Groups, Institutional Strengthening