

ABSTRAK

IMPLEMENTASI KEBIJAKAN DISTRIBUSI PUPUK BERSUBSIDI MELALUI BILLING SYSTEM (Studi di Kecamatan Gadingrejo Kabupaten Pringsewu)

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Pupuk bersubsidi merupakan suatu kebijakan pemerintah untuk mendukung peningkatan produksi dan produktivitas pertanian. Sebagai upaya ketersediaan pupuk bersubsidi bagi petani sesuai dengan prinsip 6 (enam) tepat yaitu tepat jenis, jumlah, harga, tempat, waktu dan mutu. Pemerintah Provinsi Lampung telah menerbitkan Peraturan Gubernur Lampung No. 99 tahun 2016 tentang pola distribusi pupuk bersubsidi sektor pertanian di Provinsi Lampung. Pola distribusi melalui *billing system* ini merupakan sistem distribusi pupuk bersubsidi secara *online*. Tujuan penelitian ini adalah untuk mengetahui implementasi kebijakan distribusi pupuk bersubsidi melalui *billing system* di Kecamatan Gadingrejo Kabupaten Pringsewu. Tipe penelitian yang digunakan dalam penelitian ini adalah deskriptif dengan pendekatan kualitatif. Menggunakan model implementasi kebijakan Goerge C. Edward III. Hasil penelitian ini menunjukkan bahwa implementasi kebijakan distribusi pupuk bersubsidi melalui *billing system* di Kecamatan Gadingrejo Kabupaten Pringsewu dari segi komunikasi, sumberdaya, disposisi, dan struktur birokrasi sudah berjalan dengan cukup baik. Pelaksanaan distribusi pupuk bersubsidi melalui *billing system* masih ditemukan adanya kelemahan pada indikator tepat waktu terjadi keterlambatan waktu pengiriman pupuk bersubsidi.

Kata kunci: implementasi, *billing system*, pupuk bersubsidi.

ABSTRACT

IMPLEMENTATION OF SUBSIDIZED FERTILIZER DISTRIBUTION POLICY THROUGH BILLING SYSTEM (Study in Gadingrejo District Pringsewu Regency)

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Subsidized fertilizer is one of government policy to espouse increased agricultural production and productivity. As an attempt to provide subsidized fertilizer for farmers in accordance with six principles, that is the right type, quantity, price, place, time and quality. The Lampung Provincial Government has published Lampung Governor Regulation Number 99 of 2016 concert the distribution pattern of subsidized fertilizers in the agricultural sector in Lampung Province. The distribution pattern through this billing system is an online distribution system for subsidized fertilizers. The aim of this study was to decide the implementation of subsidized fertilizer distribution policies through a billing system in Gadingrejo District, Pringsewu Regency. The type of research used in this research is descriptive with a qualitative approach. Using George C. Edward III policy implementation model. The results of this study indicate that the implementation of the subsidized fertilizer distribution policy through the billing system in Gadingrejo District, Pringsewu Regency in terms of communication, resources, disposition, and bureaucracy structure has been going so worth. In the implementation of the distribution of subsidized fertilizers through the billing system, it is still found that there are weaknesses in the timely indicators of delays in the delivery of subsidized fertilizers.

Key word: implementation, billing system, subsidized fertilizer