

ABSTRACT

THE IMPACT OF THE KARTU PETANI BERJAYA PROGRAM ON RICE PRODUCTION AND INCOME IN PRINGSEWU REGENCY

By

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The problem of accessibility of subsidized fertilizers continues to occur, encouraging the Lampung Provincial Government to launch the Kartu Petani Berjaya Program as an effort to solve problems in a structured, systematic and integrated manner through the use of information technology. The purpose of this study is to analyze the impact of the Kartu Petani Berjaya Program on the accessibility of fertilizers for rice farming in Pringsewu Regency, analyze the impact of the Kartu Petani Berjaya Program on rice farming production in Pringsewu Regency, and analyze the impact of the Kartu Petani Berjaya Program on rice farming income in Pringsewu Regency. This research was conducted in Gadingrejo and Ambarawa Districts, Pringsewu Regency. The location determination was carried out purposively with the consideration that all farmers in Pringsewu Regency had become participants of the Kartu Petani Berjaya Program and the two selected sub-districts were the districts with the highest rice production. The number of samples of rice farmers as many as 96 people. The time of the research was carried out in 2022. The data analysis method used was the analysis of the Cobb-Douglas production function model and the analysis of farm income. The results showed that the Kartu Petani Berjaya Program had an impact on increasing the accessibility of fertilizers for rice farming from the right price, right place, and right time indicators, it also had an impact on increasing rice farming production, and the Kartu Petani Berjaya Program was able to increase rice farming income in Pringsewu Regency by as much as 37,02 percent and there is a significant difference between the income of rice farming before and after becoming a participant in the Kartu Petani Berjaya Program.

Keywords: Kartu petani berjaya, six right, production, income

ABSTRAK

DAMPAK PROGRAM KARTU PETANI BERJAYA TERHADAP PRODUKSI DAN PENDAPATAN USAHATANI PADI DI KABUPATEN PRINGSEWU

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Permasalahan aksesibilitas pupuk subsidi masih terus terjadi sehingga mendorong Pemerintah Provinsi Lampung menggulirkan Program Kartu Petani Berjaya sebagai upaya penyelesaian permasalahan secara terstruktur, sistematis dan terintegrasi melalui pemanfaatan teknologi informasi. Tujuan dari penelitian ini yaitu menganalisis dampak Program Kartu Petani Berjaya terhadap aksesibilitas pupuk bagi usahatani padi di Kabupaten Pringsewu, menganalisis dampak Program Kartu Petani Berjaya terhadap produksi usahatani padi di Kabupaten Pringsewu, dan menganalisis dampak Program Kartu Petani Berjaya terhadap pendapatan usahatani padi di Kabupaten Pringsewu. Penelitian ini dilaksanakan di Kecamatan Gadingrejo dan Ambarawa Kabupaten Pringsewu. Penentuan lokasi dilakukan secara sengaja (*purposive*) dengan pertimbangan bahwa seluruh petani di Kabupaten Pringsewu sudah menjadi peserta Program Kartu Petani Berjaya dan dua kecamatan terpilih adalah kecamatan dengan produksi padi tertinggi. Jumlah sampel petani padi sebanyak 96 orang. Waktu penelitian dilakukan pada tahun 2022. Metode analisis data yang digunakan adalah analisis model fungsi produksi Cobb-Douglas dan analisis pendapatan usahatani. Hasil penelitian diperoleh bahwa Program Kartu Petani Berjaya berdampak pada peningkatan aksesibilitas pupuk bagi usahatani padi dari indikator tepat harga, tepat tempat, dan tepat waktu, berdampak pula pada peningkatan produksi usahatani padi, dan Program Kartu Petani Berjaya mampu meningkatkan pendapatan usahatani padi di Kabupaten Pringsewu sebesar 37,02 persen serta ada perbedaan yang signifikan antara pendapatan usahatani padi sebelum dan sesudah menjadi peserta Program Kartu Petani Berjaya.

Kata kunci: Kartu petani berjaya, enam tepat, produksi, pendapatan