

ABSTRAK

IMPLEMENTASI KEBIJAKAN PENDISTRIBUSIAN PUPUK BERSUBSIDI MELALUI KARTU PETANI BERJAYA (Studi di Tiyuh Margo Mulyo Kecamatan Tumijajar Kabupaten Tulang Bawang Barat)

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Pembangunan nasional dalam sasarannya memiliki beberapa sektor yang harus tercapai salah satunya adalah di sektor pertanian. Guna mencapai hasil pertanian yang optimal maka langkah yang ditempuh pemerintah adalah dengan pemberian pupuk bersubsidi bagi petani. Pada Provinsi Lampung pendistribusian pupuk bersubsidi melalui kartu petani berjaya didasari dengan ketentuan Peraturan Gubernur Nomor 9 Tahun 2020 Tentang Kartu Petani Berjaya, yang bertujuan untuk menjamin ketersediaan kebutuhan pupuk bersubsidi petani terpenuhi. Tujuan dari penelitian ini untuk memperoleh deskripsi dan analisa mengenai pelaksanaan kebijakan pendistribusian pupuk bersubsidi melalui kartu petani berjaya di Tiyuh Margo Mulyo, Kecamatan Tumijajar, Kabupaten Tulang Bawang Barat. Metode yang digunakan kualitatif deskriptif dari pengumpulan data dengan wawancara, observasi, dan dokumentasi. Analisis penelitian menggunakan dua unsur implementasi menurut Merile S. Grindle yakni Isi Kebijakan (*Context of Policy*) dan Lingkungan Kebijakan (*Content of Policy*). Hasil penelitian menunjukkan bahwa implementasi kebijakan pendistribusian pupuk bersubsidi melalui kartu petani berjaya di Tiyuh Margo Mulyo belum berjalan optimal dikarenakan pendistribusian masih belum sepenuhnya menggunakan kartu petani berjaya, keterlambatan pengiriman pupuk dan kuota pupuk subsidi yang tidak sesuai dengan kebutuhan di lapangan dirasa memberatkan petani. Adapun faktor penghambat implementasi adalah kekurangan sumber daya penyuluh pertanian lapangan, permasalahan teknis dan jaringan serta petani lansia yang sulit memahami penggunaan kartu petani berjaya.

Kata kunci : Implementasi, Pupuk subsidi, Kartu Petani Berjaya, Petani

ABSTRACT**IMPLEMENTATION OF SUBSIDIZED FERTILIZER DISTRIBUTION
POLICY THROUGH BERJAYA FARMER CARD
(Study in Tiyuh Margo Mulyo Tumijajar District
Tulang Bawang Barat Regency)****By****Nabila**

National development in its goals has several sectors that must be achieved, one of which is in the agricultural sector. In order to achieve optimal agricultural results, the steps taken by the government are the provision of subsidized fertilizers for farmers. In Lampung Province, the distribution of subsidized fertilizers through the Berjaya farmer card is based on the provisions of Governor Regulation Number 9 of 2020 concerning the Berjaya Farmer Card, which aims to ensure the availability of subsidized fertilizer needs of farmers are met. The purpose of this study is to obtain a description and analysis of the implementation of subsidized fertilizer distribution policies through the Berjaya farmer card in Tiyuh Margo Mulyo, Tumijajar District, West Tulang Bawang Regency. The method used is descriptive qualitative from data collection by interview, observation, and documentation. The research analysis uses two elements of implementation according to Merile S. Grindle, namely the Content of Policy (Context of Policy) and the Policy Environment (Content of Policy). The results showed that the implementation of the subsidized fertilizer distribution policy through the successful farmer card in Tiyuh Margo Mulyo has not run optimally because the distribution is still not fully using the successful farmer card, the delay in fertilizer delivery and the subsidized fertilizer quota that does not match the needs in the field are considered burdensome for farmers. The factors inhibiting implementation are the lack of field agricultural extension resources, technical and network problems and elderly farmers who find it difficult to understand the use of farmer cards.

Key Words : Implementation, Fertilizer subsidy, Berjaya Farmer Card, Farmer