

ABSTRAK

IMPLEMENTASI PROGRAM KARTU PETANI BERJAYA DALAM MENINGKATKAN KESEJAHTERAAN PETANI DI KECAMATAN ADILUWIH KABUPATEN PRINGSEWU

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Sektor pertanian merupakan pilar penting dalam perekonomian Indonesia, khususnya untuk meningkatkan ketahanan pangan dan kesejahteraan petani. Salah satu kebijakan penting yang diambil adalah Program Kartu Petani Berjaya (KPB) di Provinsi Lampung, yang bertujuan memberikan kemudahan akses bagi petani terhadap pupuk bersubsidi, beasiswa, permodalan, serta teknologi pertanian. Penelitian ini bertujuan untuk menggambarkan implementasi program Kartu Petani Berjaya dalam meningkatkan kesejahteraan petani di Kecamatan Adiluwih, Kabupaten Pringsewu, dengan menganalisis perilaku organisasi, implementor, dan kelompok sasaran. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif untuk memaparkan proses implementasi secara sistematis. Hasil penelitian menunjukkan bahwa implementasi Kartu Petani Berjaya belum optimal. Meskipun ada komitmen dan koordinasi yang baik antara Dinas Pertanian dan kelompok tani, kendala seperti kurangnya sosialisasi dan kesiapan penyuluh pertanian, serta respon beragam dari kelompok tani, menghambat pelaksanaan program ini. Kelompok tani merasa sistem digitalisasi masih sulit diadopsi, dan beberapa petani serta pemilik kios pupuk menyatakan bahwa manfaat program belum sepenuhnya dirasakan. Koordinasi yang lebih baik antara pemerintah daerah dan pusat serta peningkatan kapasitas penyuluh di lapangan menjadi kunci untuk keberhasilan program ini.

Kata Kunci: Implementasi Program, Kartu Petani Berjaya, Pupuk Bersubsidi, Kesejahteraan Petani

ABSTRACT

IMPLEMENTATION OF THE FARMERS CARD PROGRAM WAS SUCCESSFUL IN IMPROVING THE WELFARE OF FARMERS IN ADILUWIH DISTRICT PRINGSEWU DISTRICT

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The agricultural sector is an important pillar in the Indonesian economy, especially to improve food security and farmer welfare. One of the important policies taken is the Successful Farmer Card (KPB) Program in Lampung Province, which aims to provide easy access for farmers to subsidized fertilizers, scholarship, capital, and agricultural technology. This study aims to describe the implementation of the KPB program in improving farmer welfare in Adiluwih District, Pringsewu Regency, by analyzing the behavior of organizations, implementers, and target groups. The method used is qualitative research with a descriptive approach to systematically explain the implementation process. The results of the study indicate that the implementation of the Successful Farmer Card has not been optimal. Although there is good commitment and coordination between the Agriculture Service and farmer groups, obstacles such as lack of socialization and readiness of agricultural extension workers, as well as mixed responses from farmer groups, hamper the implementation of this program. Farmer groups feel that the digitalization system is still difficult to adopt, and several farmers and fertilizer kiosk owners stated that the benefits of the program have not been fully felt. Better coordination between local and central governments and increasing the capacity of extension workers in the field are key to the success of this program.

Keywords: Program Implementation, Successful Farmer Card, Subsidized Fertilizer, Farmer Welfare