

ABSTRACT

EFEKTIVITAS DISTRIBUSI PUPUK BERSUBSIDI PADA TINGKAT PETANI DI KABUPATEN LAMPUNG UTARA

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Efektivitas dalam sektor pertanian mengacu pada program pemerintah dengan gambaran seberapa kontribusi sektor pertanian. Kebijakan dari program pemerintah dapat dikatakan efektif apabila masyarakat menerima manfaat dari pupuk subsidi untuk meringankan beban dalam penyediaan dan penggunaan pupuk. Distribusi pupuk subsidi di provinsi lampung belum mencapai angka 100% masih berkisar 96,06%. Permasalahan yang dikaji yaitu Efektivitas Distribusi Pupuk Bersubsidi pada tingkat petani di Kabupaten Lampung Utara, efektivitas distribusi dapat diketahui berdasarkan 6 indikator yaitu tepat harga, tepat tempat, tepat waktu, tepat jumlah, tepat mutu dan tepat jenis serta faktor penghambat efektivitas distribusi pupuk di tingkat petani di Kabupaten Lampung Utara. Tujuan penelitian ini adalah untuk menjelaskan seberapa efektivitas distribusi pupuk bersubsidi dan untuk mengetahui faktor yang menjadi penghambat efektivitas distribusi pupuk bersubsidi di Kabupaten Lampung Utara. Populasi penelitian ini adalah petani yang ada di kecamatan abung semuli yang telah melakukan penebusan pupuk bersubsidi dengan kartu petani berjaya. Penetapan populasi penelitian yaitu dengan menggunakan metode purposive sampling sedangkan pengambilan sampel ini dilakukan dengan simple random sampling dengan metode slovin maka terdapat 84 petani. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah observasi, wawancara, dan bahan kepustakaan. Data yang dianalisis menggunakan metode deskriptif kualitatif. Hasil penelitian menunjukkan bahwa Efektivitas tepat harga termasuk cukup efektif, efektivitas tepat tempat termasuk efektif, efektivitas tepat waktu termasuk dalam kategori cukup efektif, efektivitas tepat jumlah termasuk dalam kategori kurang efektif, efektivitas tepat mutu termasuk dalam kategori efektif, dan efektivitas tepat jenis termasuk dalam kategori cukup efektif. Dengan begitu efektivitas distribusi pupuk subsidi di Lampung Utara tergolong cukup efektif yaitu sebesar 72,5% . Secara keseluruhan faktor penghambat efektivitas distribusi pupuk subsidi adalah kurangnya sosialisasi mengenai jumlah alokasi pupuk yang diterima petani, waktu droping pupuk pada kios tani tidak dalam waktu bersamaan dari distributor, adanya hambatan mengenai harga pupuk subsidi ditingkat kios pengecer dan jumlah alokasi yang diterima petani tidak sesuai dengan alokasi yang ada.

Kata Kunci : Efektivitas, Distribusi, Pupuk Subsidi.

ABSTRACT

EFFECTIVENESS OF SUBSIDIZED FERTILIZER DISTRIBUTION AT FARMERS' LEVEL IN NORTH LAMPUNG DISTRICT

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Effectiveness in the agricultural sector refers to government programs with an illustration of how much the agricultural sector contributes. Policies from government programs can be said to be effective if the community receives benefits from subsidized fertilizer to ease the burden of providing and using fertilizer. The distribution of subsidized fertilizer in Lampung province has not yet reached 100%, it is still around 96.06%. The problem studied is the effectiveness of the distribution of subsidized fertilizer at the farmer level in North Lampung Regency. The effectiveness of distribution can be determined based on 6 indicators, namely the right price, right place, right time, right quantity, right quality and right type as well as factors inhibiting the effectiveness of fertilizer distribution at the farmer level. in North Lampung Regency. The aim of this research is to explain how effective the distribution of subsidized fertilizer is and to find out the factors that hinder the effectiveness of the distribution of subsidized fertilizer in North Lampung Regency. The population of this study were farmers in the Abung Semuli sub-district who had redeemed subsidized fertilizer with the Berjaya Farmer Card. The research population was determined using a purposive sampling method, while this sampling was carried out using simple random sampling using the Slovin method, so there were 84 farmers. The data collection techniques used in this research were observation, interviews and library materials. The data were analyzed using qualitative descriptive methods. The research results show that the effectiveness of the right price is quite effective, the effectiveness of the right place is included in the effective category, the effectiveness of the right time is included in the quite effective category, the effectiveness of the right quantity is included in the less effective category, the effectiveness of the right quality is included in the effective category, and the right effectiveness of the type is included in the category effective enough. In this way, the effectiveness of subsidized fertilizer distribution in North Lampung is quite effective, namely 72.5%. Overall, the factors inhibiting the effectiveness of subsidized fertilizer distribution are the lack of socialization regarding the amount of fertilizer allocation received by farmers, the time for dropping fertilizer at farmer's kiosks is not at the same time as the distributor, there are obstacles regarding the price of subsidized fertilizer at the retail kiosk level and the amount of allocation received by farmers is not in accordance with existing allocation.

Keywords: Effectiveness, Distribution, Subsidized Fertilize