

ABSTRAK

ANALISIS *COMPETING INTEREST* PADA KEBIJAKAN KARTU PETANI BERJAYA DALAM PEMBANGUNAN PERTANIAN SECARA BERKELANJUTAN DI PROVINSI LAMPUNG

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Penelitian ini menganalisis *competing interest* dalam kebijakan Kartu Petani Berjaya (KPB) sebagai bagian dari upaya pembangunan pertanian masyarakat secara berkelanjutan di Provinsi Lampung. Program KPB diluncurkan dengan tujuan meningkatkan kesejahteraan petani melalui layanan pertanian yang terintegrasi secara digital. Namun, observasi awal menunjukkan adanya resistensi dari sebagian petani dan indikasi dominasi kepentingan politik tertentu dalam proses perumusan dan implementasinya. Penelitian ini bertujuan mengidentifikasi motif politis di balik kebijakan, keberlanjutan program, tingkat literasi petani terhadap E-KPB, serta sejauh mana program memberdayakan petani dan melibatkan pemangku kepentingan.

Menggunakan pendekatan kualitatif deskriptif dengan teknik analisis tematik dan triangulasi sumber, data dikumpulkan melalui wawancara mendalam dengan akademisi dan birokrat, serta studi dokumen. Hasil penelitian menunjukkan bahwa dominasi kepala daerah dalam pengambilan keputusan menyebabkan orientasi program lebih bersifat simbolik dan elektoral. Dinamika *competing interest* muncul secara vertikal dan horizontal, menyebabkan lemahnya koordinasi serta efektivitas kebijakan. Transformasi dari KPB ke E-KPB juga menyebabkan pergeseran fokus dan penurunan manfaat bagi petani. Penelitian ini merekomendasikan penguatan tata kelola kebijakan pertanian berbasis kolaborasi multipihak, evaluasi ulang struktur E-KPB, serta pelibatan aktif akademisi dan asosiasi petani. Temuan ini memberikan kontribusi teoretis terhadap studi kebijakan publik dan *framing* kebijakan, serta kontribusi praktis bagi peningkatan implementasi program berbasis kebutuhan riil masyarakat petani.

Kata kunci: Kartu Petani Berjaya, *competing interest*, kebijakan publik, pertanian berkelanjutan, Provinsi Lampung.

ABSTRACT

COMPETING INTEREST ANALYSIS IN THE SUCCESSFUL FARMER CARD POLICY IN SUSTAINABLE AGRICULTURAL DEVELOPMENT IN LAMPUNG PROVINCE

By

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This study analyzes *competing interests* in the Kartu Petani Berjaya (KPB) policy as part of efforts to develop sustainable community agriculture in Lampung Province. The KPB program was launched with the aim of improving farmer welfare through digitally integrated agricultural services. However, initial observations showed resistance from some farmers and indications of the dominance of certain political interests in the formulation and implementation process. This study aims to identify political motives behind the policy, the sustainability of the program, the level of farmer literacy towards E-KPB, and the extent to which the program empowers farmers and involves stakeholders.

Using a descriptive qualitative approach with thematic analysis techniques and source triangulation, data were collected through in-depth interviews with academics and bureaucrats, as well as document studies. The results of the study indicate that the dominance of regional heads in decision-making causes the orientation of the program to be more symbolic and electoral. The dynamics of *competing interests* emerge vertically and horizontally, causing weak coordination and policy effectiveness. The transformation from KPB to E-KPB also causes a shift in focus and a decrease in benefits for farmers. This study recommends strengthening the governance of agricultural policies based on multi-party collaboration, re-evaluating the structure of E-KPB, and actively involving academics and farmer associations. These findings provide theoretical contributions to the study of public policy and policy *framing*, as well as practical contributions to improving the implementation of programs based on the real needs of farming communities.

Keywords: Successful Farmer Card, *competing interest*, public policy, sustainable agriculture, Lampung Province.