

INTISARI

Program Kartu Tani digagas oleh pemerintah untuk mewujudkan pendistribusian pupuk bersubsidi sesuai sasaran. Kartu Tani didistribusikan ke petani Kalurahan Pulutan Kapanewon Wonosari Kabupaten Gunungkidul tahun 2019. Penelitian ini bertujuan untuk mengetahui (1) efektivitas program Kartu Tani di Kalurahan Pulutan; (2) faktor-faktor yang mendukung efektivitas program Kartu Tani di Kalurahan Pulutan; (3) pengaruh program Kartu Tani terhadap pendapatan petani Kalurahan Pulutan. Metode dasar yang digunakan dalam penelitian ini yakni analisis deskriptif dengan pendekatan kuantitatif. Sampel daerah ditentukan dengan metode *purposive sampling*. Sampel responden ditentukan menggunakan teknik pengambilan sampel secara acak sederhana sebanyak 30 petani pengguna Kartu Tani dan 30 petani non-pengguna Kartu Tani di Kalurahan Pulutan. Metode yang digunakan untuk mengetahui tingkat efektivitas program Kartu Tani yakni dengan pengkategorisasian skor ke dalam tingkat tidak efektif, cukup efektif, dan efektif. Faktor-faktor yang mendukung program Kartu Tani diketahui dengan analisis regresi linear berganda menggunakan metode *Ordinary Least Square* (OLS). Pengaruh kebijakan Kartu Tani terhadap pendapatan diukur menggunakan uji *independent sample test*. Hasil penelitian menunjukkan bahwa (1) program Kartu Tani di Kalurahan Pulutan, berdasar variabel ketepatan sasaran dan kepuasan program sudah tergolong dalam kategori efektif, namun berdasarkan variabel keberhasilan program masih tergolong pada kategori cukup efektif; (2) Faktor peran kios pupuk lengkap dan tingkat pendapatan memiliki pengaruh yang signifikan dalam efektivitas program Kartu Tani, sedangkan faktor umur, tingkat pendidikan, tingkat pengalaman usaha tani, tingkat pengetahuan petani, dan peran penyuluh pertanian tidak berpengaruh signifikan terhadap efektivitas program Kartu Tani; (3) pendapatan usaha tani petani pengguna dan non-pengguna Kartu Tani di Kalurahan Pulutan tidak memiliki perbedaan yang signifikan.

Kata kunci : Efektivitas, Kartu Tani, Pendapatan.

ABSTRACT

The Kartu Tani program was initiated by the government to realize the distribution of subsidized fertilizers to the targeted beneficiaries. The Kartu Tani was distributed to the farmers of the Pulutan Village Wonosari Sub-district Gunungkidul Regency in 2019. The aims of this research are to (1) understand the effectiveness of the Kartu Tani program in Pulutan Village; (2) analyze factors that support the effectiveness of Kartu Tani program in Pulutan Village; (3) the effect of the Kartu Tani program on the income of the farmers of the Pulutan Village. The basic method used in this research is descriptive analysis with a quantitative approach. The sample area was determined by purposive sampling method. The sample of the respondents was determined using a simple random sampling technique which consist of 30 farmers who use Kartu Tani and 30 farmers who do not use Kartu Tani in Pulutan Village. The method used to determine the level of effectiveness of the Kartu Tani program was by categorizing scores into ineffective, moderately effective, and effective levels. The factors that support the Kartu Tani program effectiveness were examined by multiple linear regression analysis using the Ordinary Least Square (OLS) method. The effect of the Kartu Tani policy on income was measured using an independent sample test. The results showed that (1) the Kartu Tani program in Pulutan Village, based on the variables of target accuracy and program satisfaction, was categorized as effective, but based on the success variable the program was still classified as moderately effective; (2) The role of fertilizer kiosk and level of income have significant effects on the effectiveness of the Kartu Tani program, while the factors of age, education level, farming experience, knowledge of farmers, and the role of agricultural extension workers have no significant effect on the effectiveness of the Kartu Tani program; (3) the farm income of farmer users and non-users of Kartu Tani in Pulutan Village does not have a significant difference.

Keyword : Effectiveness, Kartu Tani, Income