

INTISARI

Program Kartu Tani merupakan program sudah sosialisasikan sejak tahun 2017 oleh pemerintah di beberapa daerah, terkhusus Kabupaten Bantul, untuk memperoleh produk bersubsidi, salah satunya pupuk. Pada implementasinya beberapa wilayah baru dapat memanfaatkan pupuk bersubsidi dengan menggunakan Kartu Tani pada pada tahun 2021 . Penelitian ini bertujuan menganalisis persepsi petani dalam implementasi program kartu tani dan faktor-faktor yang mempengaruhinya. Penelitian ini dilakukan di Kaluraha Patalan, Kapanewonaan Jetis, Kabupaten Bantul sebagai salah satu wilayah yang telah menjalankan Program Kartu Tani sejak tahun 2021. Metode dasar pada penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif. Penentuan sampel kelompok tani dilakukan secara *stratified random sampling* berdasarkan kelompok tani aktif dan kurang aktif, diambil 4 (empat) kelompok tani yaitu Sri Rejeki, Sedyo Maju, Tani Maju, dan Mandiri. Adapun responden penelitian dipilih secara *simple random sampling* dengan masing-masing kelompok tani diambil 10 (sepuluh) petani, sehingga total responden sebanyak 40 petani. Analisis dalam penelitian ini menggunakan uji proporsi dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa lebih dari 50% petani memiliki persepsi yang baik dalam implementasi Program Kartu Tani di Kalurahan Patalan. Persepsi baik atas implementasi Program Kartu Tani dengan nilai persentase sebesar 70% daari total responden petani. Faktor-faktor yang mempengaruhi persepsi petani dalam implementasi Program Kartu Tani adalah Sosialisasi Kartu Tani dan distribusi dan akses pupuk bersubsidi. Faktor-faktor yang tidak mempengaruhi persepsi petani atas peran kelompok tani adalah umur, pendidikan, lama petani bergabung ke kelompok tani, luas lahaan garapan, distribusi kartu tani, dan prosedur penggunaan kartu tani.

Kata kunci: persepsi, petani, kartu tani, sosialisasi kartu tani, distribusi daan akses pupuk bersubsidi, implementasi program kartu tani

ABSTRACT

The Farm Card Program is a program that has been socialized since 2017 by the government in several regions in Indonesia, especially Bantul Regency, to obtain subsidized products, such as is fertilizer. In its implementation, several regions can use the subsidized fertilizers using the Farmer's Card in 2021. This research to find out how well farmers perceptions of the implementation of Farmer Card Program and to determine the factors that influence it. This research was conducted in Patalan Village, Jetis District, Bantul Regency, as one of the areas that has been implemented the Farmers Card Program since 2021. The basic method in this study uses a descriptive method with a quantitative approach. The determination of the sample of farmer groups was carried out by stratified random sampling based on how well farmer groups maintenance the basic activity of the group, there are 4 (four) farmer groups were taken : Sri Rejeki, Sedyo Maju, Tani Maju, and Mandiri. The respondents were selected by simple random sampling with 10 (ten) farmers from each farmer group. The total respondents were 40 farmers. Analysis in this study uses proportion test and multiple linear regression analysis. The results showed that more than 50% of farmers had a good perception of the implementation of Farmer Card Program in the Patalan Village. Good perception of the implementation of Farmer Card Program with a percentage value of 70% of the total farmer respondents. Factors that affect to farmers' perceptions in implementing the Farmer Card Program are the Socialization of Farmer Cards and the distribution and access of subsidized fertilizers. Factors that did not affect farmers' perceptions of the role of farmer groups were age, education, the length of time farmers joined the farmer group, the area of arable land, distribution of farmer cards, and procedures for using farmer cards.

Keywords: *perception, farmer, farmer card, farmer card socialization, distribution and access to subsidized fertilizer, implementation of farmer card program*