

## **ABSTRAK**

Petani DI Kabupaten Lampung Timur sering kesulitan mendapatkan pupuk bersubsidi. Kalaupun ada, petani harus membayarnya di atas HET (Harga Eceran Tertinggi). Karena itu penelitian ini bertujuan untuk mengetahui bagaimana sebenarnya proses pendistribusian pupuk bersubsidi. Dalam hal ini peneliti membatasi diri pada lini III dan Lini IV yang bertanggung jawab mendistribusikan pupuk hingga ke petani.

Keberhasilan pendistribusian pupuk bersubsidi dinilai dalam dua aspek, yaitu Faktor yang mempengaruhi keberhasilan implementasi berupa komunikasi, sumber daya, sikap/disposisi, struktur birokrasi, dan keberhasilan implementasi yaitu tepat harga, jumlah, tempat, jenis, waktu, dan mutu. Penelitian ini berjenis deskriptif kualitatif dengan pendekatan studi kasus. Data dikumpulkan dengan observasi, wawancara, dan dokumentasi. Informan terdiri dari: 12 distributor, 24 Pengecer, 72 petani, dan 12 Kecamatan.

Penelitian ini ditemukan bahwa petani kesulitan mendapatkan pupuk bersubsidi dikarenakan pada Permentan No.10/2022 mengubah sistem distribusi pupuk, lalu petani tetap membayar pupuk sesuai HET tetapi mereka merasa terbebani dengan biaya ongkos transportasi. Adapun miskomunikasi yang terjadi di Lini IV yang menyebabkan ketidaktepatan jumlah pupuk saat kegiatan distribusi. Dari temuan ini direkomendasikan perlunya perbaikan sistem distribusi agar petani di Kabupaten Lampung Timur bisa mendapatkan pupuk bersubsidi dengan optimal.

**Kata Kunci: Distribusi, Pupuk Bersubsidi, Distributor, Pengecer**

## ABSTRACT

*Frequently, it is challenging for farmers in East Lampung Regency to obtain subsidised fertilisers. Farmers must pay above the HET (Highest Retail Price) even if there is a surplus. Therefore, the purpose of this study is to determine how the distribution of subsidised fertilisers actually occurs. In this instance, the researchers focus on lines III and IV, which are responsible for fertiliser distribution to producers.*

*The success of the distribution of subsidised fertilisers is evaluated from two perspectives: factors that influence implementation success, such as communication, resources, attitude/disposition, and bureaucratic structure, and implementation success, such as the right price, amount, place, type, time, and quality. This research is qualitative, descriptive, and case study-based. Observational, interview, and documentary data collection. 12 distributors, 24 retailers, 72 producers, and 12 districts constituted the informants.*

*In this study, it was determined that farmers had difficulty obtaining subsidised fertiliser because Minister of Agriculture Regulation No. 10/2022 altered the fertiliser distribution system; farmers continued to pay for fertiliser in accordance with the HET, but felt burdened by transportation costs. As for the miscommunication that occurred in Line IV, which led to inaccuracies in the quantity of fertiliser distributed during distribution activities, we apologise for the inconvenience. In light of these findings, it is recommended that the distribution system be enhanced so that farmers in East Lampung Regency can optimally obtain subsidised fertiliser, and that the distribution of subsidised fertiliser be subject to stricter oversight.*

***Keywords: Subsidised Fertiliser, Distribution, Distributor, Retailer***