

INTISARI

Produktivitas pertanian para petani kecil di Indonesia tidak dapat terlepas dari keberadaan pupuk bersubsidi yang diberlakukan oleh pemerintah. Namun, dalam pelaksanaannya, penyaluran pupuk bersubsidi masih memiliki kendala seperti penerima pupuk bersubsidi yang tidak tepat sasaran, keterlambatan penyaluran pupuk, hingga kelangkaan pupuk subsidi di berbagai tempat. Berbagai permasalahan tersebut membuat pemerintah melalui Kementerian Pertanian memberlakukan Program Kartu Tani tetapi dalam pelaksanaannya belum bisa mengatasi permasalahan-permasalahan tersebut dan bahkan semakin mempersulit petani dalam mengakses pupuk bersubsidi. Selain itu, beberapa petani masih belum paham mengenai mekanisme program ini yang disebabkan kurangnya sosialisasi oleh pihak terkait. Permasalahan tersebut dirasakan petani kecil seperti di Desa Bandingan, Kecamatan Kejobong, Kabupaten Purbalingga yang telah mengikuti Program Kartu Tani lebih dari tiga tahun.

Penelitian ini menggunakan konsep implementasi George Edwards yang melihat implementasi kebijakan dari empat faktor yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi. Dalam penelitian ini, peneliti menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan dengan cara observasi, wawancara, dan dokumentasi. Dalam menguji keabsahan data dalam penelitian ini digunakan teknik triangulasi dan analisis data menggunakan teknik reduksi data, penyajian data, penarikan kesimpulan, dan verifikasi.

Adapun hasil penelitian menunjukkan bahwa implementasi Program Kartu Tani di Desa Bandingan mulai dari faktor komunikasi hingga struktur birokrasi. Proses komunikasi melalui sosialisasi ditemukan petani masih belum memahami betul mengenai kebermanfaatan dan mekanisme kartu tani karena partisipasi yang rendah dari petani itu sendiri. Selain itu ditemukan permasalahan keterbatasan sumber daya baik dari manusia maupun fasilitas. Petani Desa Bandingan masih belum bisa mendukung keberadaan program ini karena dirasa mempersulit dalam mengakses pupuk bersubsidi walaupun pihak pemerintah mendukung pelaksanaan program ini. Pada struktur birokrasi, pelaksana kebijakan sudah melaksanakan kebijakan dan pembagian kerja sesuai dengan prosedur yang ditetapkan oleh peraturan pemerintah walaupun dalam pelaksanaannya masih ditemukan berbagai kendala di lapangan.

Kata kunci : implementasi kebijakan, kartu tani, bantuan sosial

ABSTRACT

The agricultural productivity of small farmers in Indonesia cannot be separated from the existence of subsidized fertilizers imposed by the government. However, in its implementation, the distribution of subsidized fertilizer still has problems such as recipients of subsidized fertilizer who are not on target, delays in fertilizer distribution, and scarcity of subsidized fertilizer in various places. These various problems have led the government through the Ministry of Agriculture to implement the Farmer's Card Program but in its implementation it has not been able to overcome these problems and has even made it more difficult for farmers to access subsidized fertilizer. Apart from that, some farmers still do not understand the mechanisms of this program due to a lack of socialization by related parties. This problem is felt by small farmers such as those in Bandingan Village, Kejobong District, Purbalingga Regency who have participated in the Farmer Card Program for more than three years.

This research uses George Edwards' implementation concept, namely four factors of policy implementation, namely communication, resources, disposition and bureaucratic structure. In this research, researchers used qualitative methods with a descriptive approach. Data collection was carried out by means of observation, interviews and documentation. In testing the validity of the data in this research, triangulation techniques and data analysis were used using data reduction, data presentation, conclusion drawing and verification techniques.

The research results show that the implementation of the Farmer Card Program in Bandingan Village starts from communication factors to bureaucratic structures. The communication process through socialization found that farmers still did not fully understand the benefits and mechanisms of farmer cards due to low participation from the farmers themselves. Apart from that, there were problems with limited resources, both in terms of people and facilities. Comparison village farmers are still unable to support the existence of this program because they feel it makes it difficult to access subsidized fertilizer even though the government supports the implementation of this program. In the bureaucratic structure, policy implementers have implemented policies and division of work in accordance with procedures established by government regulations, although various obstacles are still encountered in the field in their implementation.

Key words: policy implementation, farmer cards, social assistance