

IMPLEMENTASI PROGRAM KEMITRAAN PT PETANI MILENIAL SLEMAN DALAM PENGEMBANGAN HORTIKULTURA DI KABUPATEN SLEMAN YOGYAKARTA

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Program kemitraan usaha hortikultura merupakan kontrak kerja sama kemitraan PT Petani Milenial Sleman (PT PMS) dengan Fakultas Pertanian UGM dan PT Indomarco Prismatama dengan dukungan penguatan kelembagaan petani dari Dinas Pertanian Sleman. Program yang dimulai sejak tahun 2023 merupakan salah satu inisiatif pemberdayaan Petani Milenial di Sleman, Yogyakarta. Penelitian ini bertujuan untuk: (1) memetakan peran aktor program kemitraan PT PMS dalam pengembangan hortikultura di Kabupaten Sleman Yogyakarta, (2) mengetahui pola komunikasi dan sinergi antar aktor program kemitraan PT PMS dalam pengembangan hortikultura di Kabupaten Sleman Yogyakarta, (3) mengetahui pelaksanaan dan hasil program kemitraan PT PMS dalam pengembangan hortikultura di Kabupaten Sleman Yogyakarta. Studi ini menggunakan pendekatan studi kasus metode kualitatif, dengan menerapkan teknik pengumpulan data berupa observasi, wawancara, dokumentasi dan studi pustaka. Hasil penelitian menunjukkan bahwa pemetaan peran aktor dalam program kemitraan usaha hortikultura antar lembaga PT PMS–UGM–PT Indomarco Prismatama yang dianalisis dengan model Pentahelix ABCGM adalah: *Academics*: Fakultas Pertanian UGM, *Business*: PT Indomarco Prismatama, PT PMS, Toko buah (UMKM), Pengumpul, Pasar Lokal, *Community*: Petani Milenial Sleman dan Paguyuban Petani Milenial Sleman, *Government*: Penyuluh dan Dinas Pertanian Sleman, *Media*: situs web Fakultas Pertanian UGM, PT Indomarco Prismatama, dan Instagram PT PMS. Pola komunikasi dan sinergi aktor ditunjukkan dengan mekanisme kerja sama, koordinasi, dan kolaborasi. Implementasi program kemitraan terdiri dari pendampingan teknis dan monitoring oleh Fakultas Pertanian UGM sedangkan pelaksanaan produksi oleh Petani Milenial Sleman, pemasaran melalui PT Indomarco Prismatama. Selama satu tahun masa kontrak kerja sama, program kemitraan hortikultura di Sleman yang dijalankan oleh PT PMS berhasil memasok total produksi sebesar 63 ton dengan standar kualitas yang konsisten, yaitu 4–6 kilogram per buah sesuai ketentuan mutu yang telah ditetapkan.

Kata kunci: pengembangan hortikultura, peran aktor, petani milenial, regenerasi petani, sinergi aktor.

PARTNERSHIP PROGRAM IMPLEMENTATION BY PT PETANI MILENIAL SLEMAN IN DEVELOPING HORTICULTURAL FARM IN SLEMAN REGENCY YOGYAKARTA

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The horticultural business partnership program is a partnership cooperation contract between PT Petani Milenial Sleman (PT PMS) with the Faculty of Agriculture, UGM and PT Indomarco Prismatama with support for strengthening farmer institutions from the Sleman Agriculture Service. The program, which started in 2023, is one of the Millennial Farmer empowerment initiatives in Sleman, Yogyakarta. This study aims to: (1) map the role of PT PMS partnership program actors in horticultural development in Sleman Regency, Yogyakarta, (2) determine communication patterns and synergy between PT PMS partnership program actors in horticultural development in Sleman Regency, Yogyakarta, (3) determine the implementation and results of PT PMS partnership program in horticultural development in Sleman Regency, Yogyakarta. This study uses a qualitative case study method approach, by applying data collection techniques in the form of observation, interviews, documentation and literature studies. The results of the study indicate that the mapping of actor roles in the horticultural business partnership program between PT PMS–UGM–PT Indomarco Prismatama institutions analyzed using the Pentahelix ABCGM model is: Academics: Faculty of Agriculture UGM, Business: PT Indomarco Prismatama, PT PMS, Fruit shops (UMKM), Collectors, Local Markets, Community: Sleman Millennial Farmers and the Sleman Millennial Farmers Association, Government: Extension workers and the Sleman Agricultural Service, Media: UGM Faculty of Agriculture website, PT Indomarco Prismatama, and PT PMS Instagram. The communication pattern and synergy of actors are shown by the mechanisms of cooperation, coordination, and collaboration. The implementation of the partnership program consists of technical assistance and monitoring by the UGM Faculty of Agriculture while the implementation of production by Sleman Millennial Farmers, marketing through PT Indomarco Prismatama. During the one-year contract period, the horticultural partnership program in Sleman, run by PT PMS, successfully supplied a total of 63 tons of produce with consistent quality standards of 4–6 kilograms per fruit, in accordance with established quality standards.

Keywords: actor roles, actor synergy, farmer regeneration, horticultural development, millennial farmers.