

ANALYSIS OF THE EFFECTIVENESS OF THE FARMING CARD PROGRAM ON RICE FARMERS IN KEDUNGBENDA VILLAGE, KEMANGKON DISTRICT

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ABSTRACT

This research was carried out in Kedungbenda Village, Kemangkon District. The aim of this research is to analyze the effectiveness of the farmer's card program for rice farmers in Kedungbenda Village, Kemangkon District. The analytical method used in this research uses a qualitative descriptive method. The sampling technique used in this research used a purposive sampling technique, namely farmers who had a land area of 0.5 ha. The results of this research show that the effectiveness of the farmer card program in Kedungbenda Village, Kemangkon District has been running effectively seen from four indicators, namely target determination, program socialization, knowledge and goal determination, and program monitoring. The targeting accuracy aspect is very effective, with a value of 100%. The effectiveness of the socialization aspect of the program reached 100% accuracy or was very effective. The program objectives have been running quite effectively, with a value of 56%, Program Monitoring has been running effectively, this is according to the farmer data administration monitoring indicator which is in the very effective category with a value of 100%.

Keywords: Effectiveness, Farmer Card, Rice Farmers

INTRODUCTION

Agricultural inputs consist of fertilizer, seeds, technology and land which have an influence on the agricultural sector. Indonesia has great potential from good natural resources, so it is called an agricultural country with a very wide geographical area. Fertilizer is an important means of production in the agricultural sector which cannot be separated from the needs of farmers. Farmers' needs must be met so that they can make the agricultural sector one of the solutions for the future development of the Indonesian nation (Nur

Mohammad Basuki, 2017).

The government implements a policy of providing fertilizer to farmers by providing assistance with fertilizer prices. According to Presidential Regulation no. 15 of 2011, which was amended from Presidential Regulation no. 77 of 2005 concerning Subsidized Fertilizer for the Agricultural Sector, subsidized products for the agricultural sector are considered goods under supervision and must be implemented by considering six appropriate principles: type, quantity, time, place, price and

quality. However, Regulation of the Minister of Agriculture Number 6/Permentan/SR.140/2/2011 stipulates that the procurement, supply, distribution and use of subsidized fertilizer must be in accordance with its intended purpose and follow the six right principles, namely for farmers, planters,

The Tani Card is a subsidized fertilizer policy implemented by the Indonesian government. The Farmer Card given to farmers is very easy and will help farmers develop their agricultural businesses. With this card, farmers will receive facilities, namely fertilizer subsidies according to the RDKK proposed by the farmer group. If a farmer wants to redeem fertilizer, the authorities simply enter his farmer card into a tool called Electronic Data Capture (EDC). This tool will be forwarded to kiosks and retail stores by the bank. In the near future, the government will have complete and correct data about farmers who receive fertilizer assistance as well as agricultural land productivity in accordance with the area of their cultivated land. Apart from that, this complete and correct data can be used as a starting point for making policies regarding purchasing rice or grain at the right time and in the right quantity and to increase transparency in fertilizer subsidies (Among 3 Wibowo, 2020).

Subsidized fertilizer is in limited supply in several regions in Indonesia. Currently, the problem surrounding fertilizer subsidies is that there is a regulation that recipients of fertilizer subsidies must carry a farmer's card. Traders are not permitted to sell fertilizer to farmers who come without a farmer's card. There is a threat that if the farmer cannot prove that he has a farmer's card, that is, the defendant will have to pay the difference in the fertilizer subsidy

Kemangkong District is the sub-district that has the largest area of paddy fields out of the 18 sub-districts in Purbalingga Regency. Farmers in Kemangkong District, especially Kedungbenda Village, need a lot

of fertilizer for their agriculture. With the farmer's card program and the availability of subsidized fertilizer, prices become cheaper and reduce input prices and increase productivity, farmers can buy subsidized fertilizer at official retail kiosks with the Tani Card.

Based on table 1.1, Kemangkong District has implemented the farmer card program well. The farmer card policy has been socialized since mid-July 2017, but due to several obstacles, the farmer card could only be implemented in 2018. According to eRDKK, the card is intended for farmers who work in the plantation, horticulture, food crops and animal husbandry sub-sectors, with a minimum area of two hectares per growing season.

The researcher is interested in conducting research in the Kemangkong District area which is the food storage area of Purbalingga Regency, especially Kedungbenda Village, so based on this the researcher conducted research on "ANALYSIS OF THE EFFECTIVENESS OF THE FARMING CARD PROGRAM FOR RICE FARMERS IN KEDUNGBENDA VILLAGE, KEMANGKON DISTRICT"

LITERATURE REVIEW

Effectiveness

The concept of effectiveness can be defined as an achievement of the goals of the activations that have been implemented compared to targets that have been previously set. This concept is very important because it can provide an overview of how successful an organization is in achieving its targets (Bagus, 2021).

In the opinion of these experts, effectiveness is a measure or achievement of goals that have been planned in advance so that a business or organization can operate well and efficiently, and effectiveness is a process that is achieved or carried out through a process, although it is not short, it may take years for the goal to be achieved. this can be achieved.

Mashun (2006: 182) states that

effectiveness is the relationship between results and the goals or targets that need to be achieved. Meanwhile, Mulyadi (2016:50) states that effectiveness is a stage in the journey to achieving the expected goals.

Based on the opinions of the experts above, it can be concluded that effectiveness is a way to measure whether a program or activity has achieved the ultimate goal of organizational policies and targets. In this study, what is meant by effectiveness is the effectiveness of the Farmer's Card Program, namely the process of activities designed to determine the effectiveness of the Farmer's Card Program in achieving the objectives of the relevant agency.

Measures of Effectiveness

Budiani (2007:53) states that measuring the effectiveness of a program can be done using the following variables:

1. Accuracy of program targets, or the extent to which program participants meet predetermined targets.
2. Program socialization is the ability of program organizers to disseminate information about program implementation to the general public and target program participants.
3. Program objectives, or how close the results of program implementation are to the initial objectives.
4. Program monitoring is an activity carried out after the program ends to show attention to program participant

Effectiveness Indicators

1. Target accuracy

Target accuracy is measured to determine the extent to which program participants are appropriate to the targets that have been determined. The criteria for subsidized fertilizer recipients are in accordance with Minister of Agriculture regulation no. 10 of 2022 concerning Procedures for Determining Allocations and Highest Retail Prices for Subsidized Fertilizers in the Agricultural Sector.

According to this regulation, subsidized fertilizer is intended for farmers with the following criteria:

- 1) Farmers who are members of farmer groups
- 2) Farmers who carry out farming subsectors:
 - Food crops with rice, corn and soybeans as commodities.
 - Horticultural crops with chilies, shallots and garlic as commodities.
 - Plantation crops with coffee, sugar cane and cocoa as commodities.
- 3) The maximum area of land cultivated by farmers is 2 (two) hectares per planting season and priority is given to small farmers who carry out farming with a maximum area of 0.5 hectares.

2. Program Socialization

Program socialization can be measured by the ability of program organizers to socialize the farmer's card program so that information regarding the implementation of the farmer's card program can be conveyed to the community in general and target program participants, especially farmers.

- 1) Introduction of the farmer card program
- 2) Benefits of farmer cards
- 3) Requirements for registering for the farmer card program
- 4) Socialization of the use of farmer cards

3. Program Objectives

The program objectives can be measured by looking at the achievement of the objectives of creating the farmer card program, namely:

- 1) Ensure proper distribution of subsidized fertilizer
- 2) Realization of banking services for farmers

4. Program Monitoring

Program monitoring is measured to determine the activities carried out after the program is implemented as a form of attention to program participants.

- 1) Monitoring farmer administrations currently

Farmer Card

The tani card is a BRI affiliate debit card that is used to read subsidized fertilizer allocations and determine the number of subsidized fertilizer payment transactions via the BRI Electronic Data Capture (EDC) device installed in every retail store. This Tani Card can also be used as a banking tool as usual. Every transaction to purchase subsidized fertilizer automatically reduces the distribution of subsidized fertilizer and the farmer's savings account balance. The quota setting system contained in it can store a database of farmers according to the RDKK quota and each farmer, as well as farmers who buy subsidized fertilizer, the amount of fertilizer sold, and the remaining fertilizer that has not been sold (Etik, Jurnal, 2018).

Fertilizer

Fertilizer is a material or compound that contains nutrients that plants need to maximize production at a certain dose. The nutrient content in fertilizer increases the nutrient content of the non-nutrient parts for plants (Basri, 1991).

Rice Farmer

Lowland rice farmers are the main actors in managing rice fields, and manage them based on the capabilities of the physical, biological and socio-economic environment, depending on the objectives, technology and resources needed to produce lowland rice, which is an important food product for Indonesians (Saribu, 2003).

RESEARCH METHODS

This research uses a qualitative descriptive approach. Qualitative descriptive research. Descriptive research combines research to explore or photograph the social situation that will be researched thoroughly, broadly and in depth. According to Bogdan and Taylor quoted by Lexy.J. Moleong, a qualitative approach is a research method that produces descriptive data about the behavior and written or spoken words of research subjects (lexy 2007).

This qualitative research focuses on social phenomena and gives participants a voice. This qualitative approach aims to obtain complete information about "Analysis of the Effectiveness of the Farmer Card Program for Rice Farmers in Kedungbenda Village, Kemangkon District".

The main data source conveys data directly to researchers as data collectors. Primary data sources are data obtained directly through interview techniques or direct sources (Sugiono, 2012). In this research, researchers used direct research in the field. The main data sources for this research are Mrs. Endang Fajarini as Head of BPP Kemangkon District, Mrs. and Mr. PPL Kemangkon District, Farmers in Kedungbenda Village, and Fertilizer Retail Kiosks.

Secondary data sources are data that comes from other sources (Sugiono, 2012). Secondary data sources do not provide information directly to data collectors, for example through documents or other people. Secondary data sources in this research are village information, Kemangkon District BPP data information, BPS data, photos or activity documentation.

Interviews, observation, and documentation are data collection techniques used in this research.

The sampling technique in this research used a purposive sampling technique. Purposive sampling is a sample determination technique with certain considerations in Sugiyono, (2016: 85).

From farmers with different land sizes, 25 farmers with a land area of 0.5 ha were taken and 1 PPL from Kedungbenda Village, as well as 1 Fertilizer Kiosk Owner. So the sample in this study was 27 respondents. Aspects of Effectiveness in this research Budiani (2007:53) states that measuring the effectiveness of a program can be done using the following variables

1. Target Accuracy
2. Socialization
3. Goals
4. Monitoring

This research uses the data analysis method used is qualitative descriptive data analysis which is explained as follows:

1. Data Reduction (Data reduction)

After the data was collected through observation, interviews and document study, the researcher carried out data reduction. After that, the data is summarized and only the important ones are selected, and then presented in a short description in the form of narrative text. This makes it easier for researchers to present further data.

2. Data Display (Data Presentation)

After reduction, the data is presented descriptively using various formats such as short narratives, tables, graphs or pictures. This aims to facilitate understanding and clarify research results. The data presentation is in the form of data describing the effectiveness of the farmer's card program obtained from the effectiveness assessment using formulation (Fauzi et al., 2022)

Effectiveness Value = (Target : Realization) x 100%

Category Effectiveness	Value
> 80	Very Effective
60.01 - 80	Moderately Effective
40.1 - 60	Less Effective
< 40	Ineffective

3. Data Verification (drawing conclusions)

The results of interviews with informants in qualitative research can produce different conclusions depending on the

development of the problem and research objectives. Initial conclusions serve as a starting point, but may change if there is no strong evidence to support them. Problems and problem formulation in qualitative research often develop along with the researcher's exploration in the field

RESULTS AND DISCUSSION

Effectiveness of Farmer Cards for Rice Farmers

Target Accuracy

No	Indicator	Program Accuracy (%)		Effectiveness
		Appropriate	No Appropriate	
1	Farmers who are members of farmer groups	100	0	Very Effectiveness
2	Farmers who carry out farming subsectors: Food crops with rice, corn and soybean commodities. Horticultural crops with chilies, shallots and garlic as commodities. Plantation crops with coffee, sugar cane and cocoa commodities.	100	0	Very Effectiveness
3	The land area cultivated by farmers is a maximum of 2 (two) hectares per planting season and priority is given to small farmers who carry out farming with a maximum area of 0.5 hectares.	100	0	Very Effectiveness
amount		100	0	Very Effectiveness

From the results of the research above, it is known that the accuracy of targeting rice farmers in Kedungbenda village is in accordance with the criteria for recipients of the farmer card program, in the very effective category, with a score of 100%, which consists of all farmers who have joined farmer groups with a score of 100%. Farmers in Kedungbenda Village try to farm 100% of the rice commodity in the food crop subsector. Farmers have a land area of 0.5 ha with a value of 100%

Program Socialization

No	Indicator	Target	Realization	%	Effectiveness
1	Introduction of the farmer card program	25	25	100%	Very Effectiveness
2	Benefits Program	25	25	100%	Very Effectiveness
3	Farmer card registration requirements	25	25	100%	Very Effectiveness
4	Use of farmer cards	25	25	100%	Very Effectiveness
Amount		75	75	100%	Very Effectiveness

The program socialization was carried out by the Purbalingga Regency Agriculture Service in collaboration with the

Kemangkong District Agricultural Extension Center (BPP). In this socialization, there was some material delivered regarding the introduction of the farmer's card program, socialization of the benefits of the farmer's card, socialization of the registration requirements for the farmer's card program, and socialization of the use of the farmer's card. The effectiveness of the socialization aspect of the program reached 100% accuracy or was very effective.

Program Objectives

Based on the research above, it is known that the aim of the farmer's card program for rice farmers in Kedungbenda village is correct with the technical instructions for implementing the provision and distribution of subsidized fertilizer for the 2020 financial year of the farmer's card program, where the program has been running quite effectively, with a value of 56%, which consists of guarantees well distributed subsidized fertilizer, with a value of 100%. The realization of banking services for farmers has a value of 12%

No	Indicator	Realization	Target	%	Effectiveness
1	Ensure proper distribution of subsidized fertilizer	25	25	100%	Very Effectiveness
2	Realization of banking services for farmers	3	25	12%	No Effectiveness
amount		28	50	56%	less effective

Program Monitoring

No	Indicator	Realization	Target	%	Effectiveness
1	Monitoring farmer data administration	25	25	100%	Very Effectiveness
amount		25	25	100%	Very Effectiveness

The results of the research found that the monitoring of the farmer card program for rice farmers in Kedungbenda village has been effective, this is according to the indicator for monitoring farmer data administration which is in the very effective category with a value of 100%.

CONCLUSIONS AND SUGGESTIONS

Conclusion

1. Program Accuracy

Based on the results of this research, it can be seen that the accuracy of targeting rice farmers in Kedungbenda village is in accordance with the criteria for recipients of the farmer card program, in the very effective category, with a score of 100%, which consists of all farmers who have joined farmer groups with a score of 100%. Kedungbenda Village farmers are 100% engaged in farming in the food crop subsector with rice as a commodity. Farmers have a land area of 0.5 ha with a value of 100%.

2. Program Socialization

There are several indicators of the socialization of this program, namely: introduction of the farmer's card program, socialization of the benefits of the farmer's card, socialization of the registration requirements for the farmer's card program, and socialization of the use of the farmer's card. The effectiveness of the socialization aspect of the program reached 100% accuracy or was very effective.

3. Program Objectives

Judging from the technical instructions for the implementation of the provision and distribution of subsidized fertilizer for the 2020 financial year of the tani card program, from this research it can be seen that the aim of the tani card program for rice farmers in Kedungbenda Village is in accordance with the technical guidelines which have been running quite effectively, with a value of 56%, which consists of guarantee proper distribution of subsidized fertilizer, with a score of 100% in the very effective category, and the realization of banking services for farmers has a score of 12% in the ineffective category.

4. Program Monitoring

From the research results obtained, it is known that the monitoring of the farmer card program for rice farmers in Kedungbenda village has been effective, this is in accordance with the indicator for monitoring farmer data administration which is in the very effective category with a value of 100%,

Suggestion

1. Because the majority of farmers in Kedungbenda Village are elderly, extra counseling is needed from the government to be able to provide sufficient information for farmers, especially the farmer card operating system. This can be done with further outreach so that updated information regarding the farmer's card program can reach farmers.
2. It is recommended that banks get closer to farmers so that the goal of banking services for farmers can be realized.
3. In order for the farmer card system to run effectively, it is hoped that all parties involved will work together and carry out their responsibilities well to better support the welfare of farmers.

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