



EFFECTIVENESS FARMER CARD PROGRAM IN OKU REGENCY SOUTH SUMATRA PROVINCE

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ABSTRACT

The government issued a national program policy of farmer cards aimed at minimizing problems in the procurement, distribution and supervision of subsidized fertilizers at the farmer level. The implementation of the national card program is considered not optimal at the farmer level, so that the implementation of this study aims to find out the level of effectiveness of the national farmer card program in Ogan Komering Ulu Regency, South Sumatra Province. Data analysis is carried out using Allocation to Collection Ratio (ACR) analysis with descriptive quantitative methods. The results of the Allocation to Collection Ratio (ACR) analysis based on the farmer card that has been printed show the effectiveness of the national farmer card program in Ogan Komering Ulu Regency of South Sumatra Province is at the Below Expectation level.

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1. INTRODUCTION

The popular economy is an economic system based on the economic power of the people. Because the populist economy is an economic activity or business activity carried out by most people who independently manage economic resources that are able to be cultivated and that can be mastered, they expect to meet the basic needs of the family and not interfere with the interests of the surrounding community (Hasmawati, F. 2018).

Permentan number 01 (2020) states about the Allocation and Highest Retail Price of Subsidized Fertilizers in the Agricultural Sector for the Fiscal Year 2020 government policy in distributing and supervising subsidized fertilizer at the farmer level by presenting the Farmer Card Program, which is expected that the farm card can minimize problems in the supervision, procurement and distribution of subsidized fertilizer. Farmer cards for farmers can be used as savings for farmers, subsidized fertilizer redeemers, cash withdrawal transactions, daily shopping, interbank transfers and bill payments. To get a farmer's card, farmers are required to be registered as a member of the farmer group or as a farmer in a farmer group. The type and amount of subsidized fertilizer obtained by farmers through the farmer card program is based on agricultural commodities, the area of land cultivated and the type of fertilizer to be used. The amount of subsidized fertilizer needed is planned through a definitive plan of group needs (RDKK) by the agricultural extension of the built village together with farmers.

The measure factor of the effectiveness of the Farmer card program can be measured from the achievement of comprehensive goals, the availability of facilities and infrastructure of the farmer card program, the success of targets, educational supervision and control systems. Inhibiting factors of the farmer card program can pay attention to environmental conditions and resources (Latifah.2019). Azida (2017) stated that the aspect of the retailer's kiosk, the bank aspect, the farmer aspect and the government aspect are factors that can affect the success of the farmer card program at the farmer level. Meanwhile, according to Poziah (2020) the inhibition factors of the farmer card program are influenced, among others, human resources which in this case farmers, environmental conditions and the ability

of implementing agents. Chanda (2019) stated that in India, farmer cards are used to facilitate access to banks to get agricultural credit to support productivity. Chatterjee (2019) stated that in India the existence of farm cards leads to an increase in agricultural production in the form of investments or savings farmers in banks. Therefore, research related to the farmer card program in Ogan Komering Ulu Regency, South Sumatra Province, needs to be carried out. This is to help government policies in providing a real picture in the field of factors and solutions that can be done in anticipating the policy barriers of the farmer card program at the farmer level. This paper aims to measure the level of effectiveness of the national farmer card program in Sinar Peninjauan District of Ogan Komering Ulu Regency, and can be a library for related research.

2. STUDY LITERATURE

2.1. Conception of the Farmer's Card Program

The Ministry of Agriculture through the Central Agency for Agricultural Extension issued a policy in the preparation and dissemination of agricultural extension information through online systems or internet networks. This is so that agricultural information needed by agricultural stakeholders, can be directly accessed to obtain agricultural data according to their needs, which in the end this system is expected to be able to improve the performance of agricultural extensionists efficiently and effectively. The Agricultural Extension Information System (SIMLUHTAN) is intended to build the integrity of agricultural extension, agricultural extension power data and state-of-the-art farmer institutional and agricultural business data through the Ministry of Agriculture website. e-RDCK or electronic Group Needs Defenitif Plan is a system of data collection of farmers' needs in meeting farmers' needs for subsidized fertilizers, RDCK based on the web base based on the KTP Population Master Number, the area of land cultivated and agricultural commodities cultivated by farmers. e-RDCK is integrated with the SIMLUHTAN system for farmer data, so farmers who will receive subsidized fertilizer must be recorded in the SIMLUHTAN system. E-RDCK data itself contains on behalf of active farmers, NIK Farmer Population, place and date of birth, birth mother's name, the area of land cultivated, and the amount of subsidized fertilizer needs (Directorate General of Infrastructure and Facilities of the Ministry of Agriculture.2021)

Farmer's Card can be issued through benah farmer group at the village level where the membership of the farmer group is recorded based on the farmer's population NIK, place and date of birth, birth mother's name, the area of land cultivated and commodities that are cultivated and commodities that are cultivated and then completed with the amount of subsidized fertilizer needs by farmers in one year, then the agricultural extension theyped all poktan that had been benah group which then uploaded poktan membership into the SIMLUHTAN system and handed over the needs of substitute fertilizer within one year to the e-RDCK admin to be uploaded into the system. Furthermore, multilevel verification of data uploaded in the system from the sub-district level to the central level (Directorate General of Infrastructure and Facilities of the Ministry of Agriculture.2021)

2.2. Conception of Strategy and Effectiveness

Strategy is a very important factor before the implementation of a program in order to achieve goals properly. Rahim (2017) stated that strategy management is a management process to realize the vision and mission of the organization, maintaining the organization's relationship with the environment, especially the interests of strategy selection, stakeholders, Strategy implementation and strategy control to ensure that the organization's mission and objectives can be achieved properly, so that strategy management is defined as an art or science that implements, formulates and evaluates decisions between functions (crassfunctional) that enable the organization to achieve its goals. The Great Dictionary of Indonesian (2005) states that strategy is a careful plan regarding activities to achieve specific goals.

3. RESEARCH METHODS

3.1. Place and Time of Research

This research will be carried out at the sinar peninjauan district site of Ogan Komering Ulu district. Location determination is done deliberately (Purposive) which is based on the consideration that researchers want to know the effectiveness of the national farmer card program in Ogan Komering Ulu Regency and based on data from the Ogan Komering Ulu Agricultural Office, farmers recorded in the eRDCK system until 2021 are the most in Sinar Peninjaun District of Ogan Komering Ulu Regency, South Sumatra Province. The study will be conducted in February 2022.

3.2. Research Methods

Research on The Effectiveness analysis of the National Farmer Card Program in Ogan Komering Ulu Regency of South Sumatra Province using interview and survey methods. Hardani (2020) stated interview methods



are collection process used informants by providing a number of questions for research purposes. Surveys are scientific research methods used to obtain existing data and seek factual information (Suryadi. 2019).

3.3. Data Collection Methods

Latifah (2019) stated that the measure of the level of effectiveness of the national farmer card program can be measured from the availability of facilities and infrastructure of the farmer card program. The data collection method in this study uses literature study methods, where the objects used in this study are farmer card reports that have been printed in Ogan Komering Ulu Regency, South Sumatra Province during the period 2018 to 2021.

3.4. Data Processing and Data Analysis Methods

The data analysis used is using the percentage scale of the farmer card that has been printed, which is compared to the Allocation to Collection Ratio (ACR) ratio where the ACR Ratio is used to measure the level of ability of something by dividing the total distribution by the total collection (Bahri.2020).

$$S = \frac{S_a}{S_s} \times 100\%$$

Ss

Information:

S = Printed Farmer Card Index (%)

Sa = Number of Printed Farmer Cards

Ss = Number of Farmer Cards That Should Be Printed

ACR research consists of several categories, with the following scales:

1. *Highly Effective* (if ACR \geq 90 percent)
2. *Effective* (if ACR reach 70-89 percent)
3. *Fairly Effective* (if ACR reach 50-69 percent)
4. *Below Expection* (if ACR reach 20-49 percent)
5. *Ineffective* (if ACR < 20 percent)

4. DISCUSSION

4.1. General State of the Region (Research Site)

Ogan Komering Ulu Regency is regency located in South Sumatra Province with the district capital being Baturaja city. Geographically Oan Komering Ulu regency is located between 103°25' to 104°50' West Longitude and 3°40' to 4°55' South Latitude. To the north border ogan ilir regency, South side of beer border with Ogan Komering Ulu Selatan Regency, west bordering Muara Enim Regency, east bordering Ogan Komering Ulu Timur Regency. Ogan Komering Ulu Regency consists of thirteen sub-districts, namely West Baturaja District, East Baturaja District, Sosoh Buay Rayap District, Pengandonan District, Review District, Semidang Aji District, Ulu Ogan District, Lubuk Batang District, Lengkiti District, Lubuk Raja District, Sinar Peninjauan District, Muara Jaya District, Kedaton Peninjauan Raya District. The administrative area of Ogan Komering Ulu Regency can be seen in figure 1 below.

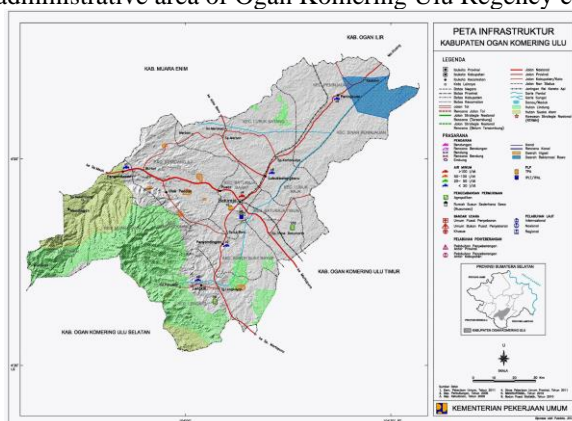


Figure 1. Administrative area of Ogan Komering Ulu Regency
 Characteristics of Ogan Komering Ulu Regency can be seen in table 1 below

Table 1. Characteristics of Ogan Komering Ulu Regency

No	Aspects of Data Physics	Sinar Peninjauan
1.	Topography	Flat to wavy
2.	Height of the place dpl.	10 – 180 m
3.	Soil type	

a. Podzolik	≥ 80 %
b. Aluvial	≤ 20 %
4. soil pH	4 – 6,5
5. Climate	
a. Lowest temperature	28 °C
b. Highest temperature	32 °C
c. Moisture	60 – 80 %
d. Dry Month	April – September
e. Wet Month	October – March
f. Rainfall per year	2.000 – 2.500 mm

Source: OKU District Agricultural Service Program in 2020

Table 1 shows the characteristics of Ogan Komerling Regency has a flat topography i wavy, with a height of 10-180 meters above sea level, humidity level 60-80%, with annual rainfall of 2,000 - 2,500 mm.

The area of OKU regency based on the district capital, the number of villages / villages and the distance to the regency capital can be seen in table 2 below.

Table 2. The area of OKU regency is based on the district capital and the number of villages

No.	District	Broad (Km ²)	Sum Villages/ Neighborhoods	District Capital
1	Batu Raja Barat	117,40	7 Village, 5 Neighborhoods	Tanjung Agung
2	Baturaja Timur	109,96	4 village, 9 Neighborhoods	Kemalaraja
3	Sosoh Buay Rayap	375,00	11 village	Penyandingan
4	Pengandonan	249,00	12 village	Pengandonan
5	Peninjauan	618,68	16 village	Peninjauan
6	Semidang Aji	714,00	21 village	Uak Pandan
7	Ulu Ogan	600,00	7 village	Mendingin
8	Lubuk Batang	747,00	15 village	Lubuk Batang Baru
9	Lengkiti	481,06	22 village	Tanjung Lengkapay
10	Lubuk Raja	68,71	7 village	Batumarta I
11	Sinar Peninjauan	85,32	6 village	Karya Mukti
12	Muara Jaya	334,93	7 village	Muara Saeh
13	Kedaton Peninjauan Raya	296,00	8 village	Kedaton
Kabupaten OKU		4.797,06	143 Village, 14 Neighborhoods	

Source: OKU District Agricultural Service Program in 2020

4.2. Quantity of Farmers Recorded in eRDKK System in 2021

Quantity of farmers recorded in vulnerable eRDKK systems in 2020-2021 can be seen in table 3 below.

Table 3. The Quantity of farmers recorded in the eRDKK system is vulnerable in 2020-2021

District	The Quantity of farmers recorded	
	Th. 2020	Th. 2021
Sinar Peninjauan	3.938	4.802
Muara Jaya	533	590
Sosoh Buay Rayap	1.453	1.763
Lubuk Raja	3.064	3.522
Pengandonan	1.157	1.253
Peninjauan	1.837	2.311
Kedaton Peninjauan Raya	613	1.227
Lubuk Batang	528	777
Lengkiti	2.487	2.700
Baturaja Barat	417	432
Baturaja Timur	865	980
Semidang Aji	1.411	1.401
Ulu Ogan	308	503
Total	18.611	22.261

Source : Kementan eRDKK System 2021

Table 3 above shows the number of farmers registered in the eRDKK system in 2021 for West Baturaja District of 432 people, East Baturaja District of 980 people, Sosoh Buay Rayap District of 1763 people,



Pengandonan District of 1253 people, Review District of 2311 people, Semidang Aji District of 1401 people, Ulu Ogan District as many as 503 people, Lubuk Batang District a total of 777 people, Lengkiti District a total of 2700 people, Lubuk Raja District a total of 3522 people, Sinar Peninjauan District a total of 4802 people, Muara Jaya District a total of 590 people, Kedaton District Review Raya a number of 1227.

4.3. Quantity of Printed Farmer Cards

The Quantity of farmer cards printed in Sinar Peninjauan District in each village for the period 2018 to 2021, can be seen in table 4 below.

Table 4. The Quantity of farmer cards printed in Sinar Peninjauan District

Village	farmer cards printed
Marga Bhakti	741
Karya Mukti	492
Karya Jaya	410
Sri Mulya	64
Marga Mulya	287
Tanjung Makmur	271
Total	2.265

Source : BPP Data by Mukti in 2021

Table 4 above shows the quantity of farmer cards printed in Kec. Sinar Peninjauan for village Marga Bhakti 741, Karya Mukti farmer cards printed are a number of 492, village Karya Jaya farmer cards printed are a number of 410, village Sri Mulya farmer cards printed are a number of 64, village Marga Mulya farmers cards printed are a number of 287, Tanjung Makmur village printed farmer cards are a number of 271.

4.4. Analysis of Allocation to Collection Ratio (ACR)

Allocation to Collection Ratio (ACR) Analysis of the Effectiveness of the National Farmer Card Program in Ogan Komering Ulu Regency of South Sumatra Province can be seen in table 5 below:

Tabel 5. Analysis Rasio Allocation to Collection Ratio (ACR)

Village	Number of Farmers	Printed Farmer Card	Printed Farmer Card Index	Ratio of ACR
Marga Bhakti	1,371	741	54.05	Fairly Effective
Karya Mukti	1,017	492	48.38	Below Expectation
Karya Jaya	694	410	59.08	Fairly Effective
Sri Mulya	483	64	13.25	Ineffective
Marga Mulya	464	287	61.85	Fairly Effective
Tanjung Makmur	806	271	33.62	Below Expectation
		Average	45.04	Below Expectation

Table 5 above shows the ACR analysis for Village Marga Bhakti at the Fairly Effective level, for Karya Mukti village at the Below Expectation level, for Karya Jaya village at the Fairly Effective level, for Sri Mulya village at ineffective level, for Marga Mulya village at Fairly Effective level, for Tanjung Makmur village at Below Expectation level. Overall, the ACR analysis of the national farmer card program in Sinar Peninjauan subdistrict is at the Below Expectation level.

4.5. Effectiveness Strategy of the National Farmer Card Program in Ogan Komering Ulu Regency of South Sumatra Province.

Strategies that can be implemented in the effectiveness of the national farmer card program in Ogan Komering Ulu Regency of South Sumatra Province, among others, by communicating to Bank BNI about the number of printed farmer cards that are still 45.04 percent of the data contained in the eRDKK system of the ministry of agriculture, in addition, it is necessary to increase socialization about the purpose and benefits of the national farmer card program for farmers, namely farmer cards as a means of redeeming subsidized fertilizer, can be used to save and the allocation of fertilizer is guaranteed for farmers without any misappropriation of fertilizer. The government provides stimulus to farmers in the form of government assistance through farmer cards so that it is expected that farmers are accustomed to using farmer cards given the lack of understanding of farmers towards technology so that this can be as a motivation for farmers in understanding technology which in this case the mechanism of redemption of subsidized fertilizers using farmer cards.

5. CONCLUSION

Based on research that has been carried out using allocation to collection ratio (ACR) analysis, the effectiveness of the national farmer card program in Ogan Komering Ulu Regency, South Sumatra Province is at the Below Expectation level.

Based on the results of the research conducted, it is recommended to apply alternative strategies obtained from the author's research to improve the effectiveness of the national farmer card program in Ogan Komering Ulu Regency, South Sumatra Province.

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