

ANALYSIS OF THE EVALUATION OF THE FARMER CARD PROGRAM FOR SUBSIDIZED FERTILIZER (CASE STUDY: GEGERBITUNG DISTRICT, SUKABUMI REGENCY)

Aisya Lestari Putri¹, Reny Sukmawani, and Neneng Kartika Rini
Department of Agribusiness, Faculty of Agriculture, University of Muhammadiyah
Sukabumi, Indonesia

Abstract. One of the important factors in increasing agricultural productivity is fertilizer. The farmer card program was launched by the government to facilitate the distribution of subsidized fertilizers to farmers. This research aims to analyze the effectiveness of the farmer card program in obtaining fertilizer subsidies in Gegerbitung District, Sukabumi Regency. The method used in this study is descriptive quantitative with a purposive sampling approach to 30 respondents who have a farmer's card. Data were successfully collected through questionnaires using Likert scale calculations. The farmer card has 3 indicators in facilitating farmers' access to fertilizers, namely program success, target success, and satisfaction with the program. The research results show that the use of the farmer card in Gegerbitung District is considered effective because it reached an average of 71.26%. However, behind that success, there are still many obstacles faced, especially in the timeliness of fertilizer distribution. The implications of this research indicate the importance of farmers' understanding of the using of farmer cards to minimize the challenges faced. In addition, cooperation between the relevant parties is also essential to make the transaction process easier and to ensure the program runs smoothly as expected. **Keywords: Farmer Card; Subsidized Fertilizer;**

1 Introduction

Fertilizers are an important factor in agricultural productivity. Subsidi fertilizer is useful to help farmers reduce production costs designed by the government. Therefore, the government created a farmer card so that they can get subsidized fertilizers. According to Pellu et al., (2023) [1] Farmers believe that the existence of a farmer card can be an encouragement so that farmers can save more. However, in its application, there are several problems faced, including incompatibility between retailers, banks, government agencies and farmers. These problems occur due to a prolonged lack of communication, causing the farmer card to be less useful. According to Daris Saputra, Fahri Ramadhan (2024) [2] In the distribution of subsidized fertilizers, problems are often found, one of which is the distribution that is not on target and the use of farmer cards is not optimal.

The farmer card program can be measured by evaluating whether the implementation of this program is effective in accordance with the goals that have been set or not. According to Rais et al., (2021) [3] Effectiveness is important in measuring a program to run well. The government measures effectiveness to find out the extent to which the program is running in achieving its goals. Farmers can get a farmer card if they are registered in the farmer group membership. Through this farmer card, farmers can get according to what farmers need through subsidized fertilizers that include the type, area of land and commodities owned. According to Jorgi et al., (2019) [4] Subsidized fertilizers that are usually distributed among farmers are organic fertilizers, poska, urea and NPK. According to Famela et al., (2023) [5] Subsidized fertilizers are given only to farmers who run and manage horticultural crops, food crops and plantations with a maximum land area of 2 hectares. This is because subsidies aim to support small farmers or farmers who have little land area so that they can get as many crops as possible. Distribution of subsidized fertilizers and pThe technical instructions for the implementation of the provision are regulated by the decree of the Director General of Agricultural Infrastructure and Facilities Number/11/Kpts/Sr.310/B/03/2020 Fiscal Year 2020.

According to Trade Regulation No. 15 of 2013 concerning the distribution of subsidized fertilizers through farmer cards, there are 6 principles that are right place, on time, right amount, right price, right type and right quality. According to the Ministry of Agriculture (2020) [6] The Definitive Plan for Group Needs (RDKK) is the basis for the distribution of subsidized fertilizers in a closed manner as decided in the Regulation of the Minister of Agriculture regarding the Highest Retail Price (HET).

The contribution of this research in knowledge is as an additional reference and support for other theories to be stronger. In addition, this research can help the government or program implementers to find out what problems farmers face so that they can be fixed as soon as possible, the goal is to optimize the implementation of the program. This study aims to evaluate in Gegerbitung District, Sukabumi Regency, how far the success of fertilizer subsidies in this farmer card program has run.

2 Research Method

2.1 Population and sample

According to Purwanza et al., (2022) [7] The population should be mentioned how many and the area is the object of each study. The purpose of the population is to enable researchers to determine the number of samples taken. Sampling is a data collection technique by taking a portion of the number of members from the entire population.

The population in this study is farmers in Gegerbitung District, Sukabumi Regency. The number of samples in this study is 30 farmers. Purposive sampling was used as a sampling technique in this study. According to Sugiyono (2015) [8] Purposive sampling is a sampling method that selects subjects based on specific criteria or considerations. The purpose of this method is to obtain in-depth information from sources that are considered relevant.

2.2 Data measurement and collection

Data collection was obtained from primary and secondary data. Primary data was conducted through interviews with farmers who became respondents using questionnaires. The instruments in the research questionnaire are compiled based on indicators of program effectiveness, which can be measured in terms of: (1) program success, (2) goal success, and (3) program satisfaction. Meanwhile, secondary data is obtained from relevant agency publications, scientific articles, and e-books.

Each indicator is measured using a Likert scale. According to Taluke et al., (2019) [9] The likert scale is the most commonly encountered scale in surveys and is usually used in questionnaires. In this study, the likert scale used is the positive likert scale, that is: 1 = strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

2.3 Variables and data analysis

Variables are obtained from certain characteristics, one of which is in a population. In this study, the variable is the effectiveness of the use of farmer cards with 3 indicators in them, namely: 1) program success, 2) goal success, and 3) program satisfaction. The data analysis in this study is quantitative descriptive. According to Purwanza et al., (2022) [7] Quantitative descriptive research generally measures the level of a variable in a sample or population. According to Jannah et al., (2017) [10] The data was analyzed in a quantitative descriptive manner using the Likert scale method, namely through the calculation of scores for each statement. According to Buton et al., [11] The calculation is carried out with the formula: Total score of each criterion = score achieved × number of respondents. With the following testing criteria:

Table 2.1 Test criteria

No. Present % Criterion 1. 0-20 Highly Ineffective 2. 21-40 Ineffective 3. 41-60 Quite Effective 4. 61-80 Effective 5. 81-100 Highly Effective Source: Primer (processed 2025)

3 Results and discussion

3.1 Program success

According to Nova et al., (2024) [12] It can be said that a program is successful when the implementation of the farmer card policy has run regularly and in accordance with applicable regulations. The existence of the farmer card aims to make it easier for farmers to gain access to subsidized fertilizers. Although it can be said to be successful, there must be problems faced, one of which is the misuse of farmer cards in obtaining subsidized fertilizers.

Table 3.1 Indicators of program success

Yes Classification ST S	2. Makes it easy to save
TS N S SS Sum Percentage Criterion	1 0 4 14 11 124 82,66 Highly Effective
1. Makes it easier to get fertilizer	5 18 5 2 0 64 42,66 Quite Effective

Average 94 62,66 Effective Source: Primer (processed 2025)

The results of the study show that the farmer card program is effective in providing convenience for farmers to obtain fertilizer subsidies. It can be seen from the percentage of respondents' answers that stated that the farmer card makes it easier for farmers to get fertilizer, with a score of 82.66%, is included in the very effective category. However, in contrast to the ease of saving through the farmer card, the score reached 42.66% with the category of being quite effective because it has not been optimally utilized by farmers.

The success indicators of the program can be said to be effective because the average of the 2 classifications reached 62.66% which was categorized as effective.

3.2 Goal success

The farmer card program in the distribution of subsidized fertilizers can be said to be successful if it meets 6 exactly as stated in government policy [13] which includes: right place, right price, right type, right quantity, right time and right quality. The success of the farmer card target will be seen if the distribution is open and can solve the problems faced. According to Azhari., (2018) [14] The purchase of subsidized fertilizers is not allowed to exceed the Highest Retail Price (HET), so the price charged must be in accordance with the provisions stated in the applicable regulation 47/Permentan/SR.310/12/2017

Tabel 3.2 Indicators of goal success

Yes Classification STS T S	3 3 0 19 5 110 73,33% Effective
N S SS Sum Percentage Criterion	

1. The Right Place

2. Right Price 0 0 3 24 3 120 80,00% Effective 3. Exact Type 0 5 7 17 1 104 69,33%

Effective 4. Exact Amount 1 0 0 22 7 124 82,67% Highly Effective

5. On time 1 1 3 12 4 0 79 52,67% Quite Effective

6. Right Quality 0 4 8 18 0 104 69,33% Effective Average 106,33 71,22% Effective

Source: Primer (processed 2025)

The results of the study show that most of the indicators of goal success can be said to be effective because the average of the 6 classifications the percentage reaches 71.22%. The right place reaches the percentage of 73.33% which is categorized as effective, the right price reaches 80.00% which is categorized as effective, the right type reaches 69.33% which can be categorized as effective, the right amount reaches the highest score of 82.67% which is categorized as very effective, on time which only reaches a score of 52.67% which is categorized as quite effective and becomes the lowest score in the indicator of goal success and right quality which reaches a score of 69.33% with the effective category.

From the description above, it can be seen that weaknesses occur in the aspect of punctuality. This is because fertilizers are often not available right during the planting season, which results in agricultural productivity being hampered.

3.3 Satisfaction with the program

Satisfaction with the program is one of the important aspects because it can analyze the

extent to which the program makes the recipient feel satisfied. So, from this point it can also be seen the level of effectiveness of the program. Even so, the farmer card program still needs further improvement so that it can be carried out properly and according to expectations. [15]

Table 3.3 Indicators of satisfaction with the program

Yes Classification	ST	S	production	costs
TS	N	S	SS	Sum Percentage Criterion
1. Farmers are helped by the existence of a farmer card	0	0	0	10 20 140 93,33 Highly Effective
2. Farmers are informed	0	17	8	4 1 79 52,66 Quite Effective
3. Farmers get reduced	0	0	0	10 20 94 93,33 Highly Effective

Average 104,33 79,90 Effective Source: Primer (processed 2025)

From the results of the research, it can be seen that most farmers are satisfied with the farmer card program. The highest satisfaction aspect is the ease of accessing subsidized fertilizers and the reduction of production costs, both of which achieved a score of 93.33% which can be categorized as very effective. However, in the aspect of information delivery, it only reached a score of 52.66% because from the results of the research, farmers felt that they did not have to use a farmer card, and if they got information through the farmer card, it was only limited to subsidized fertilizers. Therefore, it is necessary to improve a digital agricultural information system that is easily accessible to farmers to achieve a smooth process during fertilizer distribution.

So far, farmers' satisfaction with this program is mostly effective and satisfied with the program. This can be seen with an average indicator of 79.90% which can be categorized as effective.

4 Conclusion and recommendation

This study shows that the farmer card program in Gegerbitung District is generally in the effective category, although there are still several obstacles in its implementation. Of the 3 indicators set, namely the success of the program, the success of the targets, and satisfaction with the program, the results showed that most farmers felt helped by the existence of the farmer card. However, there are still many obstacles faced such as the misuse of fertilizer by one of the individuals, lack of good communication and technical obstacles in the field.

From the above conclusion, the researcher provides suggestions, namely increasing socialization and training to farmers on the function and how to use the farmer card as a whole so that there are no facilities that are not used, actively involving agricultural extension workers in assisting the collection of subsidized fertilizers, conducting periodic evaluations and supervision of the implementation of the farmer card program to ensure that fertilizer subsidies are really on target and sufficient information and increasing performance in fertilizer distribution to be on time. With this suggestion, it is hoped that the farmer card program can run more optimally and provide maximum benefits for farmers.

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