

ABSTRAK

Ahriani. 105961108420. Efektivitas Program Kartu Tani di Desa Balassuka Kecamatan Tombolopao Kabupaten Gowa. Dibimbing oleh Saleh Molla dan Nadir.

Penelitian ini bertujuan untuk mengetahui efektivitas program kartu tani di Desa Balassuka Kecamatan Tombolopao Kabupaten Gowa.

Metode pengambilan sampel ini dilakukan adalah *simple random sampling*, dikatakan sederhana karena anggota dipilih secara acak dari populasi tanpa mempertimbangkan strata populasi. Jumlah sampel yang diambil adalah 10% dari populasi dengan jumlah petani sebanyak 425 orang, sehingga jumlah sampel secara keseluruhan sebanyak 42 orang. Metode yang digunakan yaitu kuantitatif dan teknik analisis data yang digunakan adalah skala likert.

Hasil penelitian menunjukkan bahwa efektivitas program kartu tani di Desa Balassuka belum berjalan dengan baik sehingga termasuk dalam kategori kurang efektif. Terdapat beberapa kendala yang dihadapi yaitu tingkat pengetahuan petani yang masih awam dengan teknologi baru serta keterlambatan pengumpulan data petani.

Kata Kunci: *Efektivitas Program, Kartu Tani, Pupuk Bersubsidi*



ABSTRACT

Ahriani. 105961108420. *Effectiveness of the farmer card program in Balassuka Village, Tombolopao District, Gowa Regency Guided by Saleh Molla and Nadir.*

This research aims to determine the effectiveness of the farmer card program in Balassuka Village, Tombolopao District, Gowa Regency.

The sampling method used is simple random sampling; it is said to be simple because members are selected randomly from the population without considering population strata. The number of samples taken was 10% of the population, with a total of 425 farmers, so the total sample was 42 people. The method used is quantitative, and the data analysis technique used is a Likert scale.

The results of the research show that the implementation of the farmer card program in Balassuka Village, Tombolopao District, Gowa Regency has not run well, so it is included in the less effective category. There are several obstacles faced, namely the level of knowledge of farmers who are still unfamiliar with new technology and delays in collecting farmer data.

Keywords: *Program Effectiveness, Farmer Card, Subsidized Fertilizer*

