

## ABSTRAK

**Fitra Alya Kurnia. 105961101720.** Analisis Efektivitas Distribusi Pupuk subsidi Pada Petani Padi Di Desa Jojjolo Kecamatan Bulukumpa Kabupaten Bulukumba. Dibimbing oleh Sitti Arwati dan Rasdiana Mudatsir.

Penelitian ini bertujuan untuk menganalisis efektivitas distribusi pupuk subsidi berdasarkan indikator tepat keberhasilan pada petani padi di Desa Jojjolo Kecamatan Bulukumpa Kabupaten Bulukumba.

Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling yaitu teknik pengambilan sampel dengan pasti, sampel dalam penelitian ini adalah 23 petani yang tergabung dalam kelompok tani yang aktif menerima pupuk subsidi di Desa Jojjolo.

Hasil penelitian ini menunjukkan bahwa efektivitas distribusi pupuk subsidi pada petani padi di Desa Jojjolo Kecamatan Bulukumpa Kabupaten Bulukumba berjalan dengan cukup efektif, hal ini dapat dibuktikan dengan persentase efektivitas sebesar 63,47% berdasarkan pengukuran efektivitas distribusi pupuk subsidi diukur secara keseluruhan yang diukur menggunakan 5 indikator tepat yaitu tepat jenis, tepat jumlah, tepat tempat, tepat harga, dan tepat waktu, pendistribusian pupuk subsidi di Desa Jojjolo Kecamatan Bulukumpa Kabupaten Bulukumba. ditemui kendala diantaranya adalah Adanya kesalahan persepsi pada tingkat petani tentang RDKK dan penggunaan pupuk secara berlebihan, pupuk subsidi yang ditebus petani masih melebihi HET, pendistribusian pupuk subsidi sering kali terlambat.

**Kata Kunci:** *Efektivitas, Distribusi, Pupuk Subsidi*

## ***ABSTRACT***

**Fitra Alya Kurnia. 105961101720.** Analysis of the Effectiveness of Subsidized Pupuks Distribution to Rice Farmers in Jojjolo Village, Bulukumpa District, Bulukumba Regency. Supervised by Sitti Arwati and Rasdiana Mudatsir.

This study aims to analyze the effectiveness of subsidized fertilizer distribution based on appropriate indicators of success on rice farmers in Jojjolo Village, Bulukumpa District, Bulukumba Regency.

The sampling method used in this research is purposive sampling which is a sampling technique with certainty, the sample in this study were 23 farmers who are members of farmer groups who actively receive subsidized fertilizer in Jojjolo Village.

The results of this study indicate that the effectiveness of subsidized fertilizer distribution to rice farmers in Jojjolo Village, Bulukumpa Subdistrict, Bulukumba Regency is quite effective, this can be proven by the percentage of effectiveness of 63.47% based on the measurement of the effectiveness of subsidized fertilizer distribution measured as a whole which is measured using 5 precise indicators, namely the right type, the right amount, the right place, the right price, and the right time, the distribution of subsidized fertilizer in Jojjolo Village, Bulukumpa Subdistrict, Bulukumba Regency. Obstacles encountered include misperceptions at the farm level about RDKK and excessive use of fertilizer, subsidized fertilizer redeemed by farmers still exceeds the price ceiling, the distribution of subsidized fertilizer is often late.

***Keywords:*** *Effectiveness, Distribution, Subsidized Fertilizer*