

ABSTRAK

Kegiatan penyuluhan menjadi salah satu faktor yang menentukan keberhasilan pembangunan pertanian di Indonesia. Keberhasilan kegiatan penyuluhan diukur dari kinerja penyuluh, yang dapat diukur melalui tingkat kepuasan petani dalam memperoleh pelayanan penyuluh. Penelitian ini bertujuan untuk mengetahui: (1) tingkat kinerja penyuluh pertanian; (2) tingkat kepentingan (harapan) petani padi terhadap atribut kinerja penyuluh pertanian; (3) kepuasan petani padi terhadap kegiatan penyuluhan pertanian; (4) kesesuaian antara tingkat kinerja dan harapan petani padi terhadap kinerja penyuluh pertanian di Desa Kajar Kecamatan Tenggarang Kabupaten Bondowoso. Metode analisis data menggunakan metode skoring dengan pendekatan skala likert, *customer satisfaction index*, dan *importance performance analysis*. Hasil penelitian menunjukkan, (1) tingkat kinerja penyuluh pertanian dikategorikan baik dengan capaian sebesar 77,1% dari skor maksimal, (2) tingkat harapan petani terhadap kinerja penyuluh dikategorikan sangat penting dengan nilai capaian sebesar 92,6% dari skor maksimal, (3) kepuasan petani padi terhadap kegiatan penyuluhan berada pada indeks kepuasan 0,61 – 0,80 atau 61% - 80% yang berarti kepuasan petani padi berada pada kriteria “puas”, karena nilai CSI sebesar 77,27%. (4) kesesuaian antara tingkat kinerja penyuluh dan harapan petani di Desa Kajar Kecamatan Tenggarang Kabupaten Bondowoso mencapai 83,24%

Kata kunci : CSI, IPA, kinerja, kepuasan, penyuluhan

ABSTRACT

Extension activities are one of the factors that determine the success of agricultural development in Indonesia. The success of extension activities is measured by the performance of extension workers, which could be measured by the level of satisfaction of farming communities in obtaining extension services. This study aims to determine: (1) the performance level of agricultural extension workers; (2) the level of interest (expectation) of rice farmers on the performance attributes of agricultural extension agents; (3) rice farmers' satisfaction with agricultural extension activities; (4) suitability between performance levels and rice farmers' expectations of agricultural extension performance in Kajar Village, Tenggarang District, Bondowoso Regency. Data was analyzed by scoring method with Likert scale approach, customer satisfaction index, and importance performance analysis. The results showed, (1) the performance level of agricultural extension workers was categorized good, reached 77,1% from maximal value, (2) the level of farmers' expectations of the performance of extension workers was categorized as very important, reached 92,6% from maximal value, (3) satisfaction of rice farmers on extension activities was at a satisfaction index of 0,61 – 0,80 or 61% - 80%, which means that the satisfaction index of rice farmers is in the "satisfied" criterion, because the value of the CSI was 77,27%. (4) conformity between the level of performance of extension agents and the expectations of farmers reached 83,24%

Keywords: *Counseling, CSI, IPA, performance, satisfaction*