

## ABSTRAK

Pertanian sehat adalah suatu metode pertanian yang diadopsi dari salah satu prinsip pengendalian hama terpadu, dimana dalam budidaya tanamannya memadukan semua teknologi budidaya berbasis ramah lingkungan sehingga dihasilkan tanaman yang sehat, lingkungan yang lestari dan produk yang aman konsumsi. Penyuluh Pertanian Lapangan (PPL) diduga berperan dalam sosialisasi tanaman sehat. Penelitian ini bertujuan mengetahui : (1) upaya yang dilakukan PPL dalam mengatasi pengurangan pupuk bersubsidi; (2) kepuasan petani terhadap kinerja PPL; (3) korelasi antara tingkat kepuasan petani dengan produktivitas padi di Kecamatan Sukorambi, Kabupaten Jember. Metode yang digunakan adalah deskriptif analitik. Sampel penelitian berjumlah 60 orang, yang terdiri dari 30 orang petani yang menerapkan pertanian sehat, dan 30 orang petani menerapkan pertanian konvensional. Data dianalisis menggunakan *Customer satisfaction index (CSI)*, *Importance Perfomance Analysis (IPA)* dan korelasi *Rank Sparman*. Hasil penelitian menunjukkan bahwa: (1) upaya yang dilakukan PPL untuk mengatasi pengurangan pupuk bersubsidi adalah dengan penggunaan pupuk organik, antara lain, kotoran kambing, POC, dan PGPR sebagai upaya pemulihan kembali tanah yang rusak akibat penggunaan pupuk kimia secara berlebihan; (2) tingkat kepuasan petani terhadap kinerja PPL berdasar metode CSI sebesar 80,39 % yang menggambarkan bahwa petani tergolong sangat puas terhadap kinerja PPL. Tingkat kepuasan petani terhadap kinerja PPL dalam analisis IPA menunjukkan bahwa pada kuadran I terdapat delapan atribut kinerja PPL yang perlu ditingkatkan ; (3) Nilai koefisien korelasi antara kepuasan petani terhadap produktivitas tanaman sebesar -0.080 yang menunjukkan hubungan negatif yang sangat lemah namun tidak signifikan.

**Kata kunci :** kepuasan, PPL, pupuk, tanaman sehat

## ABSTRACT

*Healthy farming is an agricultural method adopted from one of the principles of Integrated Pest Management, where the cultivation of plants combines all environmentally friendly cultivation technologies so as to produce healthy plants, a sustainable environment and products that are safe for consumption. Field Agricultural Extension Workers (PPL) are thought to play a role in the socialization of healthy crops. This study aimed to determine: (1) Efforts made by PPL in overcoming the reduction of subsidized fertilizers; (2) farmer satisfaction with the performance of Field Agricultural Extension Workers (PPL) in Sukorambi District, Jember Regency; (3) the correlation between farmers' satisfaction level and rice productivity in Sukorambi Sub-district, Jember Regency. The method used is descriptive analytic. The research sample amounted to 60 people, consisting of 30 farmers who apply healthy agriculture, and 30 farmers applying conventional agriculture. Data were analyzed using Customer satisfaction index (CSI), Importance Performance Analysis (IPA) and Spearman Rank correlation. The results showed that: (1) the efforts made by PPLs to overcome the reduction in subsidized fertilizers is the use of organic fertilizer, such as goat manure, POC, and PGPR, as an effort to restore damaged soil due to excessive use of chemical fertilizers; (2) the level of farmer satisfaction with PPL performance based on the CSI method is 80.39% which illustrates that farmers are classified as very satisfied with PPL performance. The level of farmer satisfaction with the performance of agricultural extension workers in IPA analysis shows that quadrant I is the dominant quadrant on the performance attributes of agricultural extension workers consisting of eight attributes; (3) the correlation coefficient between farmer satisfaction and crop productivity of -0.080 can be said that the relationship obtained is very weak because the correlation value is between 0.00 - 0.199.*

**Keywords:** *fertilizer, healthy plants, PPL, satisfaction*