

ABSTRAK

Penyuluh Pertanian Lapang (PPL) kepanjangan tangan dalam penyaluran subsidi sarana produksi padi. Penelitian ini bertujuan untuk : (1) mengetahui peran PPL dalam penyaluran subsidi sarana produksi padi (2) mengetahui tingkat kesesuaian antara kinerja dan kepentingan terhadap kinerja PPL (3) mengetahui tingkat kesesuaian antara kepentingan kinerja PPL. Penelitian dilakukan di Desa Suco Lor Kecamatan Maesan Kabupaten Bondowoso menggunakan analisis deskriptif kualitatif dengan 90 sampel yang ditentukan. Data diukur dengan skala likert, dan dianalisis secara deskriptif menggunakan metode *Customers Satisfaction Indeks* (CSI) dan rasio. Hasil penelitian menunjukkan : (1) Peran PPL sebagai edukator, inovator, fasilitator dan dinamisator dalam usahatani padi di Desa Suco Lor Kecamatan Maesan Kabupaten Bondowoso tergolong pada kategori sangat baik dengan nilai skala likert pada rentangan nilai antara 71% - 82%. (2) tingkat kepuasan petani terhadap kinerja PPL berdasarkan metode CSI sebesar 80,3% yang menggambarkan bahwa petani tergolong puas terhadap kinerja PPL, (3) Tingkat kesesuaian antara kinerja dan kepentingan terhadap peran PPL sudah sesuai namun terdapat tiga atribut yang memiliki nilai kesesuaian paling rendah yaitu PPL membantu petani untuk bekerja sama dengan kelompok lain (92,8), PPL membantu petani untuk mencari mitra bagi kelompok tani/petani (92,0) dan PPL membuat program penyuluhan pertanian (92,8).

Kata kunci : kinerja, kepuasan pelanggan, padi, penyuluhan.

ABSTRACT

Field Agricultural Extension (PPL) is an expansion of the distribution of subsidized rice plant production facilities. This research aims to: (1) determine the role of PPL in the distribution of subsidized rice plant production facilities (2) determine the level of conformity between performance and interests towards PPL performance (3) determine the level of conformity between interests and performance of PPL. The research was conducted in Suco Lor Village, Maesan District, Bondowoso Regency using qualitative descriptive analysis with a determined sample size of 90 people. Data was measured on a Likert scale, and analyzed descriptively using the Customers Satisfaction Index (CSI) and ratio method. The research result show : (1) The role of PPL as an educator, innovator, facilitator and dynamicator in rice farming in Suco Lor Village, Maesan District, Bondowoso Regency is classified as very good with Likert scale values in the range of values between 71% - 82%. (2) The level of farmer satisfaction with PPL performance based on the CSI method is 80.3%, which illustrates that farmers are relatively satisfied with the performance of PPL. (3) The level of conformity between performance and interest in PPL is appropriate, but there are three attributes that have the lowest suitability value, namely PPL helps farmers to collaborate with other groups (92.8), PPL helps farmers to find farmer / farmer groups (92.0) and PPL created an agricultural extension programs (92.8).

Keywords: customer satisfaction, extension, performance, rice plant.