

## ABSTRAK

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 jagung 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 sumberlesung Kecamatan Ledokombo Kabupaten Jember. 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 81,6% dari skor maksimal, (2) tingkat harapan petani terhadap kinerja penyuluh dikategorikan sangat penting dengan nilai capaian sebesar 81,7% dari skor maksimal, (3) kepuasan petani jagung terhadap kegiatan penyuluhan berada pada indeks kepuasan 0,80 – 01,00 atau 80% - 100% yang berarti kepuasan petani padi berada pada kriteria “sangat puas”, karena nilai CSI sebesar 82,43%. (4) Prioritas utama petani jagung terhadap kegiatan penyuluh yaitu kelengkapan alat praga, Pengupayaan sarana dan prasarana.

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

## **ABSTRACT**

*Extension 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, wich 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 Sumberlesung Village, Ledokmbo District, Jember Regency. Data was analized 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 81,6% from maximal value, (2) the level of farmers' expectations of the performance of extension workers was categorized as very important, reached 81,7% from maximal value, (3) satisfaction of rice farmers on extension activities was at a satisfaction index of 0,80 – 1,00 or 80% - 100%, which means that the satisfaction index of rice farmers is in the "satisfied" criterion, because the value of the CSI was 82,43%. (4) The main priority for corn farmers in extension activities is the completeness of praga equipment, provision of facilities and infrastructure.*

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