

ANALISIS PERMASALAHAN AKTIFITAS PENYULUHAN PERTANIAN DI TINJAU DARI SUDUT PANDANG PPL DAN KELOMPOK TANI-TERNAK SAPI DI KABUPATEN TANJUNG JABUNG BARAT

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RINGKASAN

Penelitian ini bertujuan untuk menganalisis permasalahan, perbedaan pandangan serta menentukan solusi permasalahan yang dihadapi pada aktifitas penyuluhan pertanian di Kabupaten Tanjung Jabung Barat ditinjau dari sudut pandang PPL dan Poktan. Penelitian ini adalah penelitian survey. Penetapan sampel penelitian dipilih secara *multistage sampling*. Pertama penetapan kecamatan dari 13 kecamatan terpilih 3 kecamatan berdasarkan jumlah Poktan terbanyak, kedua penetapan desa berdasarkan dari 3 kecamatan terpilih diperoleh 12 desa berdasarkan jumlah Poktan terbanyak, ketiga dari 12 desa terpilih diperoleh 12 PPL dan 102 orang Poktan secara sensus. Data yang digunakan pada penelitian ini meliputi gambaran umum wilayah penelitian, karakteristik PPL dan Poktan, permasalahan PPL dan poktan serta solusi permasalahan PPL dan Poktan. Data pandangan permasalahan PPL dan poktan diuji menggunakan pengujian validitas, realibilitas, KMO, serta normalitas. Permasalahan dianalisis menggunakan EFA (Explanatory Factor analysis), perbandingan pandangan dianalisis menggunakan U Test dan solusi permasalahan dianalisis menggunakan SLR (Systematic Literature Review).

Hasil penelitian menunjukkan permasalahan aktifitas penyuluhan menurut PPL adalah rendahnya kemampuan berbagi dan menerima sumber informasi dengan nilai (IN4=0.909), belum terjalannya komunikasi 2 arah dengan nilai (IN7=0.902), jadwal kunjungan masih jarang dilakukan dengan nilai (WT7=0.957), perbedaan nilai PPL dan Poktan yang berbau perkotaan dan pedesaan dengan nilai (SEG6=0.981), serta karakteristik Poktan tidak sesuai menerima inovasi baru dan menyebarkannya dengan nilai (SEG3=0.768). Menurut pandangan Poktan adalah rendahnya kualitas dan kuantitas komunikasi dengan nilai (IN3=0.890), tidak terdapat penggunaan sosial media/internet dalam penyuluhan dengan nilai (IN6=0.785), tidak terdapat integrasi IT untuk mengembangkan komunitas online dengan nilai (IN2=0.781), insentif bantuan tidak sesuai yang diharapkan dan belum berorientasi pasar dengan nilai (FA3=0.868), jadwal kegiatan tidak menentu dan masih jarang dilakukan dengan nilai (WT1=0.769),serta tidak terdapat perbedaan pendapatan dan penciptaan nilai tambah dari penyuluhan dengan nilai (SEG4=0.623). Dari Uji *U test* tidak terdapat perbedaan pandangan PPL dan Poktan

(P-value > 0,05) terhadap permasalahan aktifitas penyuluhan meliputi interaksi (0,171), fasilitas (0,259), materi dan metoda (0,508), waktu dan tempat (0,963), sosial/ekonomi/geografis (0,071).

Alternatif solusi terhadap permasalahan yang dihadapi PPL adalah dengan cara mendorong petani membentuk komunitas online (IN4), implementasikan sistem umpan balik (IN7), berikan insentif bagi PPL yang berhasil memenuhi target kunjungan (WT7), Melibatkan dukungan dari para pemimpin tradisional dalam penyampaian penyuluhan (SEG6) serta gunakan pendekatan orang dewasa (andragogi) (SEG3). Alternatif solusi terhadap permasalahan yang dihadapi Poktan adalah dengan cara pengembangan pelatihan PPL terkait pengetahuan pertanian maupun teknik komunikasi (IN3), memanfaatkan jaringan sosial /acara komunitas tradisional untuk penyebaran informasi (IN6), tentukan platform medsos apa yang paling relevan dengan audiens (IN2), menyelaraskan insentif dengan kebutuhan petani melalui survei (FA3), memanfaatkan sumber daya teknologi untuk penjadwalan, komunikasi, dan evaluasi (WT1), serta Integrasi pendidikan pascapanen (SEG4).

Kesimpulan dari penelitian ini yaitu permasalahan aktifitas penyuluhan pertanian ditinjau dari pandangan PPL adalah rendahnya kompetensi pertukaran informasi, komunikasi belum 2 arah, kurangnya frekuensi kunjungan, perbedaan budaya, serta kapasitas Poktan kurang memadai dalam menerima inovasi. Ditinjau dari pandangan Poktan adalah kualitas komunikasi rendah, sedikitnya pemanfaatan sosial media/internet, minimnya sinergi teknologi, insentif bantuan tidak memuaskan, jadwal kegiatan belum teratur, serta penyuluhan tidak berpengaruh terhadap pendapatan. Tidak terdapat perbedaan pandangan PPL dan Poktan terhadap permasalahan aktifitas penyuluhan pertanian meliputi aspek interaksi, fasilitas, materi/metoda, waktu/tempat, dan sosial/ekonomi/geografis. Solusi terhadap permasalahan yang dihadapi PPL adalah mendorong pembentukan komunitas online, implementasikan sistem umpan-balik, reward PPL terhadap target kunjungan, melibatkan pemimpin tradisional dalam penyuluhan, terapkan pendidikan andragogi. Solusi terhadap permasalahan yang dihadapi Poktan adalah melakukan pelatihan komunikasi PPL, mendompleng acara komunitas untuk penyuluhan, penyesuaian platform, survei penyesuaian kebutuhan, pemanfaatan aplikasi penjadwalan, pelatihan berbasis pascapanen.

Kata kunci : Permasalahan, Aktifitas penyuluhan, Sudut Pandang PPL dan Poktan

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ANALYSIS OF PROBLEMS IN AGRICULTURAL EXTENSION ACTIVITIES FROM THE PERSPECTIVE OF PPL AND FARMER- CATTLE GROUPS IN WEST TANJUNG JABUNG DISTRICT

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SUMMARY

This research aims to analyze problems, differences in views and determine solutions to problems faced in agricultural extension activities in Tanjung Jabung Barat Regency from the perspective of PPLs and Poktan. This research is a survey research. The research sample was selected by multistage sampling. First, sub-districts were selected from 13 sub-districts, 3 sub-districts were selected based on the highest number of Poktan, second, villages were selected based on 3 sub-districts, 12 villages were selected based on the highest number of Poktan, third, 12 PPLs and 102 Poktan were selected by census. The data used in this study include an overview of the research area, characteristics of PPLs and farmer groups, problems of PPLs and farmer groups and solutions to PPL and farmer group problems. Data on the views of PPL and Poktan problems were tested using validity, reliability, KMO, and normality tests. Problems were analyzed using EFA (Explanatory Factor analysis), comparison of views was analyzed using U Test and problem solutions were analyzed using SLR (Systematic Literature Review).

The results showed that the problems of extension activities according to PPLs are the low ability to share and receive information sources with a value of (IN4=0.909), the lack of 2-way communication with a value of (IN7=0.902), the visit schedule is still rarely carried out with a value of (WT7=0.957), the difference in the value of PPLs and farmer groups that smell urban and rural with a value of (SEG6=0.981), and the characteristics of farmer groups are not suitable for accepting new innovations and disseminating them with a value of (SEG3=0.768). According to Poktan's views, the quality and quantity of communication is low with a value of (IN3=0.890), there is no use of social media/internet in extension with a value of (IN6=0.785), there is no IT integration to develop an online community with a value of IN2=0.781), aid incentives are not as expected and not yet market-oriented with a value of (FA3=0.868), the schedule of activities is uncertain and still rarely carried out with a value of (WT1=0.769), and there is no difference in income and creation of added value from extension with a value of (SEG4=0.623). From the U test, there is no difference in the views of PPLs and farmer groups (P-value > 0.05) on extension activity issues including interaction (0.171), facilities (0.259),

materials and methods (0.508), time and place (0.963), social/economic/geographical (0.071).

Alternative solutions to the problems faced by PPLs are to encourage farmers to form an online community (IN4), implement a feedback system (IN7), provide incentives for PPLs who successfully meet the visit target (WT7), Involve the farmers in the online community (IN4), and provide incentives for farmers who successfully meet the visit target (WT7), support from traditional leaders in the delivery of extension (SEG6) and use an adult approach (andragogy) (SEG3). Alternative solutions to the problems faced by Poktan are to develop PPL training related to agricultural knowledge and communication techniques (IN3), utilize social networks/traditional community events for information dissemination (IN6), determine what social media platforms are most relevant to the audience (IN2), align incentives with farmer needs through surveys (FA3), utilize technological resources for scheduling, communication, and evaluation (WT1), and integrate post-harvest education (SEG4).

The conclusion of this study is that the problems of agricultural extension activities in terms of PPL views are low competence in information exchange, communication is not yet 2- way, lack of frequency of visits, cultural differences, and inadequate capacity of farmer groups in receiving innovations. In terms of farmer groups' views, the problems are low communication quality, little utilization of social media/internet, lack of technology synergy, unsatisfactory aid incentives, irregular activity schedules, and extension has no effect on income. There are no differences in the views of PPLs and farmer groups on the problems of agricultural extension activities including aspects of interaction, facilities, materials/methods, time/place, and social/economic/geographical. Solutions to the problems faced by PPLs are encouraging the formation of online communities, implementing a feedback system, rewarding PPLs for target visits, involving traditional leaders in extension, implementing andragogy education. Solutions to the problems faced by Poktan are conducting communication training for PPLs, leveraging community events for extension, platform adjustment, needs adjustment survey, utilization of scheduling applications, post-harvest based training.

Keywords: Problems, Extension Activities, Viewpoints of PPLs and Farmer Groups

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