

ABSTRACT

Delanggu is the one of well-known sub-district in Indonesia with the best productivity in cropland. In the current times, the land conversion of agricultural land ruin the reputation of Delanggu, it cause a decrease of productivity. For solving the problem, the government of Indonesia made a policy Sustainable Agricultural Land Protection Programme (in Indonesia a.k.a. PLP2B) to matching the suitability between existing condition of cropland zone and Regional Spatial Planning of Klaten (RTRW).

The research aims to analyze strategies for achieve PLP2B in Delanggu sub-district, Klaten Regency. This research used a quantitative approach with Analytical Hierarchy Process (AHP) as a tool to analyzing the determination of strategies. The research variables i.e; 1. social institutional aspect is support family needs, socialization, outreach, information and education and training; 2. Economic aspect is income, productivity of rice, increasing employment, support finance tax, protect farmers land, selling price, production and support distribution marketing. 3. Environment aspect is effect of conversion land, conservation land and water, addition of land agriculture, intensification land and diversification land agriculture. 4. Technical aspect in improvement of infrastructure agriculture, use of quality seeds, education and training farming system, technology, pest prevention, determination of agricultural zone in spatial planning. The respondents for sampling are the owners of cropland and the expert of Protection of Sustainable Food Agricultural Land policy.

The analysis resulted that social institutional aspect as a highest value, that is 0,483 with the sub alternatif is the understanding of farmers for PLP2B programme (value is 0,084). This show that necessary effectiveness of institutional agricultural to get vision and mission or have the nature of mutual assistance in achieving PLP2B. It needs to empowering the farmers with socialization programme, delivering the information, giving education and intensive training to improve the understanding of farmers in preserve the agriculture land, so that the food needs of the population in the long term can be achieved.

Keywords : PLP2B, Land Conversion, Delanggu Sub-district