ABSTRACT

This study aims to analyze the effectiveness of the fertilizer subsidy policy to support rice production, analyzing the large proportion of expenditure on fertilizers by farmers and analyze farmers' net income earned in each growing season. This study took a case study on Kesesi District Pekalongan. The sampling method using purposive sampling where the selection of respondents based on consideration of the research supporting data. The research sample is the entire village in the district by the number of respondents Kesesi 100 farmers. Determination of the number of respondents is based on calculations using formulas Slovin. The analytical method used is quantitative methods. To measure the effectiveness of the fertilizer subsidy policy used two main indicators, namely the right price and the right amount.

Results of this study showed that the fertilizer subsidy policy is considered not effective based on the price of subsidized fertilizer level retailers, the results showed 72.19 percent of farmers buy fertilizer at a price above the prevailing HET. Later than HET in terms of the use of fertilizers by farmers are also not in accordance with the recommendations of balanced fertilization. Penelititan results showed 62 percent of farmers use fertilizer farmers are still under the recommendation and 12 percent above the recommended recommendations. From these results we can conclude bersubisi fertilizer policies have not been effective. It can affect farmers' expenditure, in which case the proportion of research expenditure in the amount of fertilizer farmers 11 percent. These expenses are the second largest expense after labor expenses, it will indirectly affect the income of farmers. Amount of expenditure will reduce the amount of revenue that would diiterima farmers. Based on our research the average net income once the growing season of 100 respondents with an average of 3350.1 m² of land amounting to Rp 3,899,585.

Keywords: effectiveness, Fertilizer Subsidy Policy, HET, Respondent, descriptive quantitative methods, research results, expenditures, revenues