HAFID FARIS HAKIM. Strategy Formulation for Strengthening Implementation Policy Loan by Cutting Delay by the Public Service Board Center of Forest Development Case Study on Private Forest Owners Association Kalimendong. Supervised by MEIKA SYAHBANA RUSLI and AMZUL RIFIN

The Ministry of Forestry of Indonesia through the Public Service Board Center of Forest Development (BLU P2H Center), since mid-2012 has launched a program called Facilitation Revolving Fund (FDB) for forest and land rehabilitation activities. Formally of procedures stipulated in Permenhut 36/2012 on Procedures Distribution Method Returns Revolving Fund for Forest and Land Rehabilitation. One of the goals of the policy implementation is the community forest (HR). To operationalize this policy, the Head of P2H has also issued Perkapus P2H No. 01/2012 on Guidelines for Forest Development Loan Application People without Intermediaries. In the Perkapus there are four (4) types of loans that can be accessed by private forest farmers, namely a) manufacture / enrichment HR; b) maintenance HR; c) agroforestry HR and d) loans by cutting delay HR.

Loan by cutting delay is a type of loan to support effort to delay the cutting of trees in order to achieve cutting ripe age, in order to obtain optimal economic value of trees with the obligation to return the loan principal and interest and other liabilities after a certain period time. Loan by cutting delay is divided into two classes based on the harvest cycle time, which is classes under eight years and over eight years.

BLU P2H Center noted that until 2014 there were a total of 276 proposals have been verified and as many as 187 proposals (67.8%) are approved and the remaining 89 proposals or 32.2% rejected. The total funds distributed by the year 2014 amounted to Rp. 94,912,592,500. It is still far from targets given to BLU in the amount of two trillion Rupiahs for five years or Rp 400 Billion/year.

The objective of this study was to evaluate the performance of the loan by cutting delay in on Private Forest Owners Association Kalimendong and find the optimal financing strategy that can be used by BLU P2h Center so that funds can be distributed and return again. Performance of loan by cutting delay assessed using Service Quality (SERVQUAL) dimensions that compares the performance with importance value. The difference value is then illustrated into four quadrants Importance Performance Analysis (IPA).

Attributes that are ini first quadrant are a top priority that must be considered. The results of the performance evaluation will be used as the basis for determining the factors and alternatives strategies with Analytical Hierarchy Process (AHP). Factors and strategies chosen to ensure that funds can be distributed to funding with a value 0,323 and the existence of operational supervisors (PO) with a value of 0,381. While the factor that is selected to ensure funds can be returned with a value of 0,420 is the price an the market of timber and the strategy chosen is assisting farmer groups with a value of 0,252.
Keywords: Loan by cutting delay, Service Quality (SERVQUAL), Importance Performance Analysis (IPA), Analytical Hierarchy Process (AHP).