SUMMARY

MUHAMMAD LUTFIL CHAKIM. Effect of Farming Card Application on the Effectiveness of Subsidized Fertilizer Distribution in Kendal Regency, Central Java Province. Supervised by AMZUL RIFIN and BUNASOR SANIM.

The Farmer Card Program is run by the government to improve the effectiveness of the distribution of subsidized fertilizers. This program requires farmers to buy fertilizer using farm cards and fertilizer agents using Electronic Data Capture (EDC) machines with the aim that the distribution of subsidized fertilizer can be monitored and controlled so that the effectiveness of distribution increases.

The research objective here is to examine several factors that influence the application of farmer cards and their effect on the effectiveness of subsidized fertilizer distribution. The data used as evaluation material is subsidized fertilizer distribution during 2018 by taking primary data in the form of questionnaires to farmers who receive farm cards in Kendal District, Central Java.

The analytical model used is through the Structural Equation Model (SEM)-Partial Least Squares (PLS) which is to measure the factors that influence the implementation of farm cards which are associated with the level of effectiveness of subsidized fertilizer distribution.

The results showed that the implementation of Farmer Cards was still low and the variables that most influenced the effectiveness of the Farmer Card implementation were the variables of farmers’ understanding, compliance and the socio-cultural condition of the community and economic factors of the farmers. While the effectiveness of subsidized fertilizer distribution has been quite effective.

The conclusion also states that the implementation of Farmer Cards has a significant effect on the effectiveness of subsidized fertilizer distribution. From all five variables, the right distribution of subsidized fertilizer, the timely variable is the most important variable for farmers in their agricultural production process.

Keywords: effectiveness of applying farm, effectiveness of distributing subsidized fertilizer cards, farmer cards, subsidy, subsidized fertilizer distribution