

STRATEGIES FOR INCREASING PARTICIPATION IN THE IMPLEMENTATION OF THE AOTP PROGRAM IN KUDUS REGENCY

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Submitted 30 November 2020; Approved 24 December 2022

ABSTRACT

One of the goals of national development is the achievement of national food security. The AOTP program is expected to be able to help rice farmers by making farmers independent, not only dependent on assistance programs so that the AOTP program is also able to achieve farmer independence. There are still many obstacles and problems in implementing AOTP, such as farmers who do not fully understand the benefits of the insurance program, limited human resources so that the possibility of socialization to farmers is not optimal. The purpose of this researcher is to formulate a strategy for developing the AOTP program in Kudus Regency. To formulate priority strategies in increasing the participation of the AOTP program in Kudus Regency. The analysis used includes SWOT and AHP by determining the respondents purposively. The results of the SWOT analysis research show that the SO strategy is to support aggressive and alternative growth, the priority strategy that must be implemented is cheap farmer premium facilities, so that it is not burdensome in terms of financial.

Keywords: *AOTP, paddy, participation, strategy*

BACKGROUND

One of the goals of national development is the achievement of national food security. The main program of the Ministry of Agriculture is the development of food crops focused on increasing production and exports through the development of food crop areas. One of the production targets of 7 (seven) main food crop commodities in 2020, namely rice amounting to 59.15 million tons of GKG and Central Java with 11.6 million tons of GKG (contributing 19% of the national target). Government efforts to increase food production continue to be carried out both in the nature of intensification and extensification such as Special Efforts for Soybean Corn (UPSUS Pajale), Save Swamps for the Prosperity of Farmers (SERASI), Expansion of New Planting Areas (PATB) for food commodities and assistance programs for production facilities and infrastructure. agriculture. Government policies that tend to focus only on direct assistance cannot significantly increase community resilience in disaster situations. Agricultural insurance is one of the financing schemes to protect farmers from risks due to the phenomenon of climate change. The insurance scheme makes it possible to insure an uncertain phenomenon into a definite plan.

The AOTP program is expected to be able to help rice farmers by making farmers independent, not only dependent on assistance programs so that the AOTP program is also able to achieve farmer independence. So that farmers are able to see profitable opportunities by participating in an insurance scheme and make it an opportunity to help with working capital needs in the next cropping season (if there is a risk of crop failure or other risks). Based on the data above, the realization of AOTP implementation in Kudus Regency from 2016 to 2019 is still fluctuating. 2016 Strategies for Increasing Participation in the Implementation of the AOTP Program (Roessali et al., 2022)

was the first year in implementing AUTP in Kudus Regency, the results of the socialization of the AUTP program by officers were considered quite successful in inviting farmers to become AUTP participants, but there was a decline in 2017. The factors that caused the decline included the number of claims that were late paid by PT. Jasindo in participating in 2016, farmers feel that they have never failed the harvest so they don't need insurance so farmers are reluctant to become participants again, this is due to the integration of the seed assistance program carried out by the Kudus Regency Agriculture and Food Service with AUTP participation. In 2018 there was an increase in AUTP participants, but in 2019, with the same pattern, AUTP participants experienced a decline again.

There are still many obstacles and problems in implementing AUTP, such as provincial / regency / city officials who have not fully focused on the insurance program as the main program in protecting farmers, farmers have not fully understood the benefits of the insurance program, limited human resources of both official and Jasindo officers in handling AUTP farmers have not been maximized and there are mechanisms or service barriers to participating in the AUTP program itself. The purpose of this researcher is to formulate a strategy for developing the AUTP program in Kudus Regency. To formulate priority strategies in increasing the participation of the AUTP program in Kudus Regency.

RESEARCH METHODS

Location and Research Time

The research location was chosen deliberately (purposive sampling), namely in Kudus Regency, as one of the implementers of the AUTP program which had achieved the realization of 139.3% of the AUTP participation target in Central Java in 2018. Specific research locations were in Undaan and Mejobo Districts with consideration based on the highest number of AUTP program participants in Kudus Regency. The research time was carried out from March to April 2020.

Research Methods and Sampling

This research is a descriptive qualitative using survey and interview approaches. The sampling technique used probability sampling through a purposive sampling with the criteria of farmers who had participated in the AUTP program in the Mejobo and Undaan Districts. The number of samples used were 20 farmers who were considered experienced and 12 keypersons from various backgrounds.

SWOT Analysis

Formulating strategic steps in developing the AUTP program in Kudus Regency used a SWOT analysis. Internal factors that illustrates the strength and weakness are summarized in the matrix IFAS (Internal Factor Analysis Summary), while environmental factors that reflect the opportunity and threats are contained in a matrix of factors external strategy EFAS (External Factor Analysis Summary).

Table 1. Internal Strategy

Factors External Strategy Factors	Internal Strategy Factors
Opportunities	Strength
1 Availability of large paddy fields	1 Reputationthe AUTP program is good and guaranteed
2 There are cases of crop failure every year	2 Insurance premiums are paid by cheap farmers
3 Synchronization of implementation with other governments	3 Online registration
4 Cooperation between organizational units of agricultural functions	4 Easy and fast access to AUTP information
5 Authority and regional leadership styles	5 Claims value is high
Threats	Weaknesses
1 Participationnot supported by subsidies	1 Registration mechanism is too many stages
2 Decreased interest in participation AUTP	2 Claim procedure insurance is complicated
3 Obstacles to the AUTP service process	3 Direct socialization to farmers is lacking
4 The existence of a newcomer to the AUTP program	4 Independent participation rate / low self-help
	5 Human resources JASINDO service units are limited

Source: Primary Data (2020)

AHP Analysis

The determination of strategic priorities in handling the quality of GHP maize uses AHP (Analytical Hierarchy Process) with the Expert Choice program as a tool. According to Saaty (1993), the AHP technique provides a procedure for identifying and determining priorities in simplifying complex unstructured problems into parts, and arranging them in a hierarchy. The AHP approach uses a scale ranging from the number 1 to 9 values, in more detail in Table 2.

Table 2. Pairwise Comparison

Score	Definition
1	two elements are equally important One
3	element slightly more important than other
5	elementsother elements
7	One element is more important thanOne element is clearly more important than other
9	elements
2,4,6,8	One absolute element is more important than other elements
Invertion	The values between two adjacent consideration values If for activation i get one point when compared with activity j, then j has the opposite value when compared to i

Source: Primary Data Processed (2020)

AHP technique is a method that can be used to analyze a complex problem, arranged and adjusted according to these groups in a hierarchy that has a scale priority. AHP uses the help of Expert Choice software.

RESULT AND DISCUSSION

Results of the SWOT Analysis

Internal factors that describe the strengths and weaknesses of the AOTP program in Kudus Regency are summarized into the IFAS (Internal Factor Analysis Summary).

Table 3. IFAS Matrix (Internal Factor Analysis Summary)

Internal Strategy Factors	Weight	Rating	Value
Strength			
AOTP good reputation and guaranteed program	0,06	3,20	0,19
Insurance premiums paid by farmers cost	0,08	4,2	0,34
Online registration	0,06	3	0,18
Easy and fast AOTP information access	0,07	3,33	0,23
High coverage claim value	0,08	3,8	0,30
Total	0.35		1,25
weakness			
Registration mechanism too many stages	0,04	2,80	0,11
Complicated insurance claim procedure	0,07	2,87	0,20
Direct socialization to farmers is less	0,07	3,13	0,22
level independent / low self-help	0,07	3,13	0,22
Human resources JASINDO service units are limited	0,07	2,81	0,20
Total	0.32		0,95

Source: Primary Data Processed (2020)

Environmental factors that reflect opportunities and threats poured into the external strategy factor matrix EFAS (External Factor Analysis Summary). Quantitative calculations on the identification of external factors can be seen in Table 4.

Table 4. EFAS Matrix (External Factor Analysis Summary)

External Strategy Factors	Weight	Rating	Value
Opportunity			
Availability of large paddy fields	0,04	2,13	0,09
There are cases of crop failure every year	0,07	3,53	0,25
Synchronization of implementation with other governments	0,06	3,13	0,19
Cooperation between organizational units of agricultural functions	0,08	3,93	0,31
Authority and regional leadership style	0,06	3	0,18
Total	0,31		1,01
Threat			
Participation is not supported by subsidies	0,06	3,13	0,19
Decreased interest in participation AOTP	0,08	4,07	0,33
Obstruction of the AOTP service process	0,05	2,67	0,13
The existence of immigrant institutions new AOTP program	0,05	2,27	0,11
Total	0,24		0,76

Source: Primary Data Processed (2020)

Based on the difference in scores from the strengths, weaknesses, opportunities and threats, the coordinates (0.30; 0.25) are used in determining the position of the implementation of the AUTP program in Kudus Regency on the SWOT diagram as shown in Figure 1.

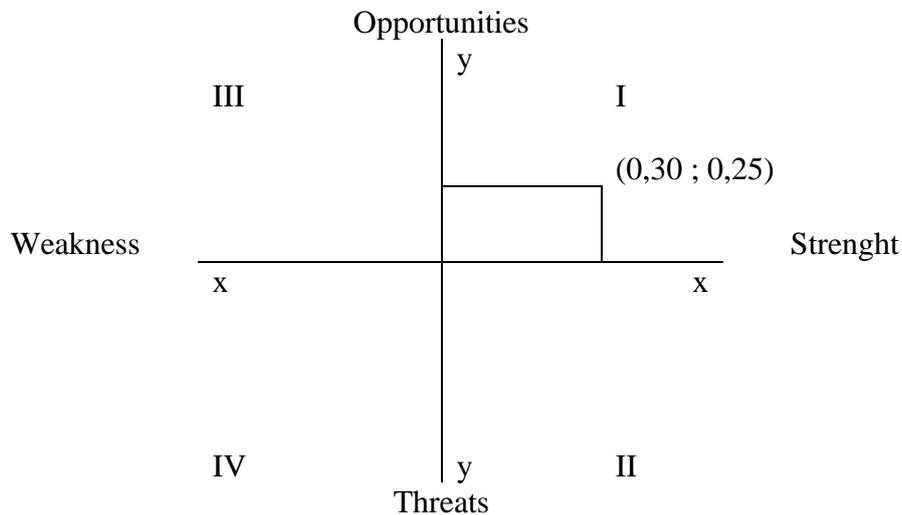


Figure 1. AUTP Program SWOT Matrix in Kudus Regency

The results of the diagram in Figure 1. It can be seen that the AUTP program development strategy in Kudus Regency is in quadrant I. It shows that the implementation of the AUTP program in Kudus Regency is in a very profitable situation because it has strengths and opportunities that can be made best use of. The strategy that should be used is a strategy that supports aggressive growth by taking advantage of existing opportunities, so that it will support the development of the AUTP program in Kudus Regency (Rangkuti, 2006). The formulation of the results of the SWOT matrix analysis is presented in Table 5.

Table 5. SWOT Matrix Analysis Formulation

EFAS (Eksternal Factor Analysist Strategi)	IFAS (Internal Factor Analysist Strategy)	Opportunity 1. Availability of large rice fields. 2. There are cases of crop failure every year. 3. Synchronization of implementation with other governments. 4. Cooperation between organizational units of agricultural functions. 5. Regional authority and leadership style.
	Strengths 1. AUTP good reputation and guaranteed program. 2. Insurance premiums paid by farmers are cheap. 3. Online registration. 4. Easy and fast AUTP information access.	S-O Strategy 1. Insurance premiums paid by farmers are cheap. 2. High insurance claim value. 3. Cooperation between organizational units of agricultural functions. 4. There are cases of high crop failure.

5. High insurance claim value	5. Availability of large rice fields
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Source: Primary Data Processed (2020)

SWOT matrix analysis in Table 4.9. an alternative strategy SO (Strenghts and Opportunity) in the development of the AOTP program in Kudus Regency includes: insurance premiums paid by low-cost farmers, high insurance claims value, cooperation between agricultural function organizational units, cases of high crop failure, availability of paddy fields large. According to research (Maramba, 2018) cooperation between organizational units in rice farming will be very beneficial if there is government intervention, so that farmers can survive in cultivation. Added by (Pratama and Sahaya, 2014) the importance of assistance in farming is to change the mindset so that there is awareness of farmers to be aware of participating in insurance programs to protect farmer assets. Meanwhile (Pamungkas et al, 2015) argue that supporting facilities in farming are very important in producing quality commodities. Because if the facilities are not properly supported, it will cause damage to the commodity itself, thus reducing the selling price of the commodity.

AHP Analysis Results

he implementation of the FGD (Focus Group Discussion) was carried out to determine the criteria and alternative strategies that could be made to adopt the AOTP program implementation policy in Kudus Regency by considering the results of the SWOT analysis. According to Susilowati (2008), FGD can be carried out in order to master complex and interrelated problems involving four elements, namely academics, business actors, government and related communities. The identity of key persons in FGD is presented in Table 6.

Table 6. Identity of Key persons in FGD (Focus Group Discussion)

No	Name	Institution
1.	Hawi Soekamto	Chairman of Gapoktan Kec. Undaan
2.	Agung SR	Village Apparatus of Kec. Jekulo
3.	Sorijudin	Farmer and Manager of UPJA
4.	Imam Soedjono	AOTP Participant of Kec. Mejobo
5.	Hasan Abdillah.	Extension Coordinator of Kec. Undaan
6.	Ratih Rustiyorini	Head of Facilities of Kudus Agricultural Service
7.	Moh Yusuf	Chairman of PT Jasindo Kudus
8.	Maria Titik	Extension Officer of Kec. Mejobo
9.	H. Afifudin	Entrepreneur
10.	Ainaya N	Student of Universitas Jember
11.	Juli Kurniawan	Student of Agribisnis Undip
12.	Catur Sulistyanto, S.Sos., MM	Head of Agriculture and Food Service of Kab. Kudus

Source: Primary Data Processed (2020)

Analysis of the Criteria for the Development Strategy for the Implementation of the AOTP Program in Kudus Regency

Results Figure 2. It can be seen that the criteria for the financing aspect have the highest weight value, namely 0.412, then the criteria for strengthening the aspect of cooperation with a weight of

0.359, criteria for information aspects with a weight of 0.139 and criteria for aspects of government support with a weight 0.089. The analysis result on this strategy criteria shows that the financing strategy is the priority strategy chosen for the development of the AUTP program in Kudus Regency. According to the opinion (Gunawan and Permadi, 2015), financing is a determining factor in farming, because the guarantee of financing will have a positive impact on the continuity of cultivation.

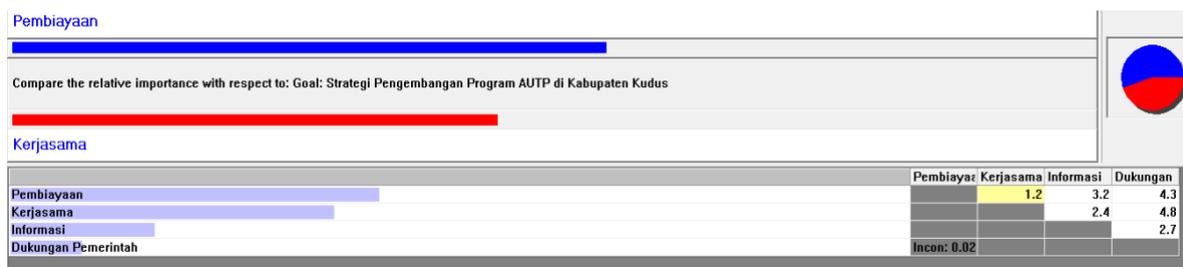


Figure 2. Criteria Analysis Results for the Implementation of the AUTP Program Development Strategy in Kudus Regency

Alternative Criteria for Financing Aspects

From Figure 3, it can be seen that the alternative strategy on the first financing criteria is insurance premiums paid by cheap farmers with a value of 0.762, the second alternative is the high insurance claim value with a weight value of 0.230. The alternative insurance premium paid by the farmer is cheaper, takes precedence over the high insurance claim value. In the opinion of the key person, financing in the AUTP program for rice farmers in Kudus Regency is important first, because farmers need guarantees when harvest failures occur or things that can hinder farming, so that in practice it will result in peace for farmers in carrying out rice farming. According to Pratama and Sahaya (2014), financing that is easily accessible to farmers, especially in this case farm protection insurance, will motivate farmers to achieve farming success.

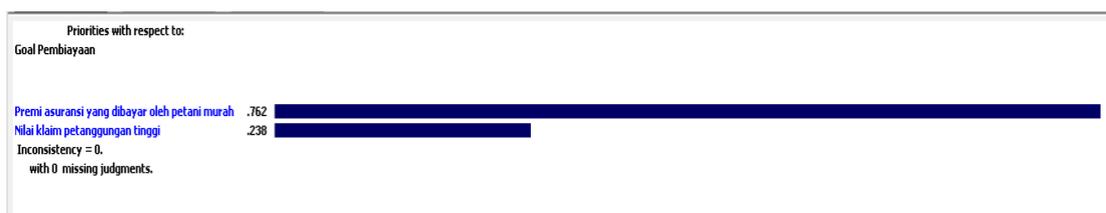


Figure 3. Results of the Analysis of Alternative Financing Criteria Strategies

Alternative Criteria for Strengthening Cooperation Aspects

Figure 4 shows that the results of the analysis of the criteria for the strengthening of the cooperation aspects show that the first is cooperation between agricultural function organizational units with a value of 0.648, then the second alternative is Synchronization of implementation with other governments with a value of 0.232 and the third is the reputation of the AUTP program is good and guaranteed with a weight value of 0.120. In the opinion of key persons, cooperation between organizational units of agricultural functions is prioritized in implementing the AUTP program, because it is hoped that cooperation between institutions or organizations will make farmers get support and assistance so that farmers using the AUTP program can be helped. According to the

opinion (Fauzi et al, 2016), good cooperation and structured assistance will provide farmers with comfort in making decisions, especially in adopting government programs that are given.

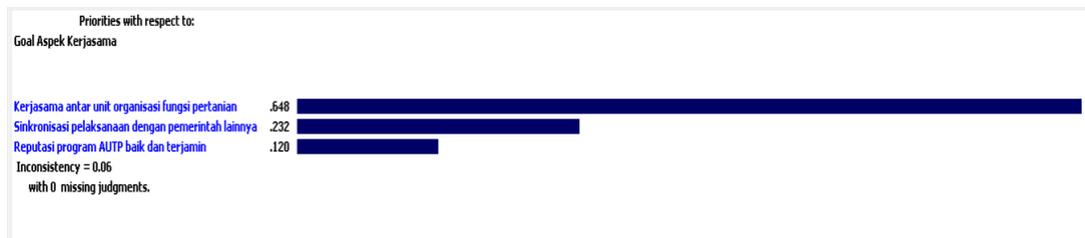


Figure 4. Results of the Analysis of Alternative Strategies Criteria for Strengthening Aspects of Post-Harvest Technology

Alternative Information Criteria

Results of the analysis in Figure 5 show that the information criteria with alternative information include cooperation or assistance from the government, namely with a value of 0.756, which is more important than alternatives. Access to AUTP information is easy and fast with a weighted value of 0.244. In the opinion of the key person, access to information is an important priority, because in the AUTP program management strategy, farmers cannot walk alone in building facilities and facilities. One of the factors is the limited information owned by farmers, so there must be clear and accurate information related to the AUTP program. The success or failure of the AUTP program is that the access to information obtained by farmers must be correct (Nugroho, 2015). Information disclosure is the main factor for farmers to be able to improve and improve the means of welfare through the government programs provided.

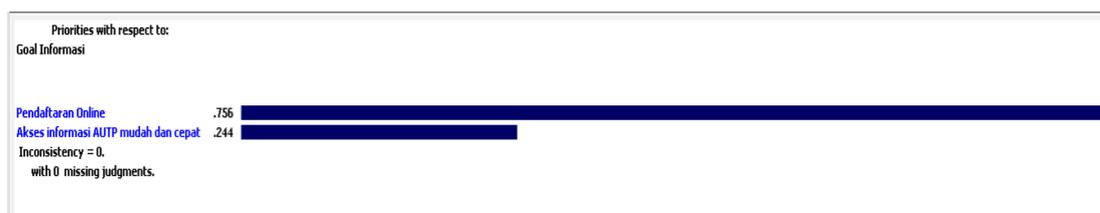


Figure 5. Results of the Analysis of Alternative Information Criteria Strategies

Alternative Government Support

Results of the analysis in Figure 6. It can be seen that the criteria for the aspect of government support with alternative authority and regional leadership style, namely with a value of 0.697 is more important than the alternative. There are cases of crop failure each year with a value weight of 0.303. The opinion of key persons chooses the aspect of government support with regional authority and leadership style, because according to them so far farmers in Kudus Regency have not fully understood the AUTP program, there is a need for a more intensive approach from the government to be more able to embrace farmers so that positive trust between farmers and government. According to the opinion (Purwasih et al, 2017), farming activities carried out intensively will have an impact on increasing the productivity of agricultural products with government assistance, a specific style of approach will make farmers feel more motivated in doing farming.

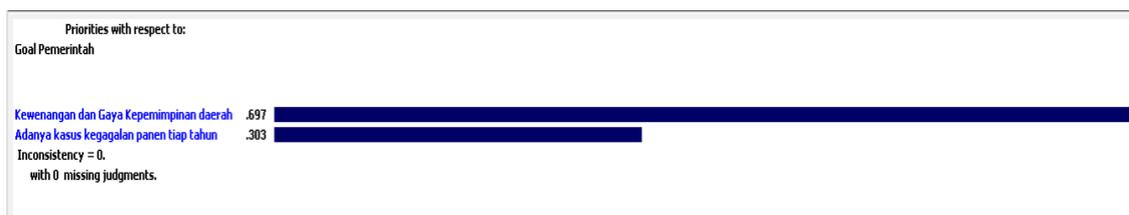


Figure 6. Results of the Analysis of Alternative Strategies for Criteria Government Support.

CONCLUSION AND SUGGESTION

Based on the results of the research that has been carried out, the following conclusions are obtained: An alternative strategy from the SWOT analysis is obtained by the SO strategy, namely supporting aggressive growth which consists of five steps: Insurance premiums paid by cheap farmers, high insurance claim value, Cooperation between organizational units of agricultural functions, There are cases of high crop failure and the availability of large rice fields. Meanwhile, the results of the priority strategy from the AHP analysis in the development of the implementation of the AUTP program in Kudus Regency obtained that the financing aspect was the main priority in the development of the AUTP program in Kudus Regency. Of the 9 alternative options, the strategic priority that must be implemented is cheap farmer premium facilities, so that it is not burdensome from a financial perspective.

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