

Strategy for Developing Interest and Participation of Rice Farmers in Rice Farming Business Insurance (AUTP) in Kabat District, Banyuwangi Regency

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ABSTRACT

The agricultural sector has an important role in national development in Indonesia, especially in the economic and social aspects through farming carried out by local farmers, one of which is Banyuwangi Regency. Uncertainty in farming is very high so that it can cause losses for farmers and this condition is starting to become a concern for the government so that the Rice Farming Business Insurance (AUTP) program appears to protect farmers from the risks that will be faced. However, the interest and participation of farmers in the AUTP program in Banyuwangi Regency is still quite low. The purpose of this study was to determine the factors of developing the interest and participation of farmers in the AUTP program in Kabat District, Banyuwangi Regency. This research is classified into quantitative and qualitative descriptive research. Data analysis in this study was carried out using descriptive analysis methods to describe the characteristics of farmers participating in AUTP and Interpretative Structural Modeling (ISM) analysis to structure problems into clearer and more detailed strategies. The results show that: 1) the key factor in the need element of the program is the continuity of systemic AUTP Extension, 2) the key factor in the main constraint element is the level of understanding of farmers in AUTP, 3) the key factor in the element of possible change is the level of farmer awareness in Insurance, and 4) the key factors in the elements of the institutions involved are the Department of Agriculture and Food, Farmers Groups, Association of Farmers Groups, and Jasindo Insurance.

Keywords: AUTP, Interest, Participation, ISM, Banyuwangi