

*Development Strategy and Satisfaction Of The Use Of Organic Fertilizer in
Banyuwangi District*

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ABSTRACT

Indonesian agriculture consists of many different suitable systems in each region, including field systems, yard, rice fields and plantations. The variety of suitable planting systems is one of the adaptations of each region that has different characteristics. The problem that arises from all suitable planting systems is that the condition of the soil that has decreased due to soil nutrients has been very little. One way to restore the condition of soil that has been damaged is the use of organic fertilizers. However, farmers do not fully understand that organic fertilizers can restore nutrients to the soil. This research aims to analyze the satisfaction of rice farmers in Banyuwangi Regency who have used organic fertilizers, know the priority of organic fertilizer development strategies, identify factors supporting strategies towards the development of organic fertilizer use. The research was conducted in Banyuwangi Regency which includes several sub-districts namely Glagah, Licin, Kalipuro, Rogojampi, and Blimbingsari. The study was conducted from April to June 2021. Primary data retrieval method by distributing questionnaire to service users / respondents. The data analysts used are SWOT, Analytical Hierarchy Process (AHP), and Customer Satisfaction Index (CSI). The results of the SWOT analysis will be continued to determine priority strategies using AHP, while farmers' satisfaction with the use of organic fertilizers uses the Customer Satisfaction Index (CSI) method. Determining the strategy and satisfaction with the use of organic fertilizers is influenced by several factors including internal factors and external factors. The priority strategy obtained from the Analytical Hierarchy Process (AHP) method is the priority strategy, namely the government provides assistance/grants for facilities and infrastructure related to the manufacture of organic fertilizer with a value of 0.193. Satisfaction analysis was measured using the Customer Satisfaction Index (CSI) method, farmers were satisfied with the use of organic fertilizers with a satisfaction value of 80.18%.

Keywords: *Strategy, SWOT Analysis, Analytical Hierarchy Process (AHP), Customer Satisfaction Index (CSI)*