

ABSTRACT

SATISFACTION LEVEL OF CORN FARMERS TOWARDS FIELD SCHOOL PROGRAM BERTANI UNTUK NEGERI

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Field school program Bertani Untuk Negeri (BUN) is an agricultural extension initiative that involves facilitators as the main counselors and Farmers Development Associates (FDA) as assistant counselors. BUN partner farmers in Lambara Village have the lowest attendance, productivity, knowledge level and SOP adoption rate when compared to other BUN operational areas. This study aims to identify the alignment of performance levels with importance levels, determine priority attributes that need improvement, and analyze corn farmers' satisfaction with the BUN Farmer Field School Program. The research was conducted from August to December 2023. To assess the alignment of service quality attributes and identify priority attributes that need improvement, the Importance Performance Analysis (IPA) tool was used, while the Customer Satisfaction Index (CSI) was utilized to determine the overall satisfaction level of farmers. The research method used is a survey method with census determination of 60 farmers as respondents. The results of the IPA analysis on the level of alignment range from 82,99 percent to 119,49 percent. The attribute with the lowest alignment is facilitator scheduling (82.49 percent), while the highest is the quality of food and beverages (119,49 percent). The average importance level of service quality attributes is 6,52 percent, while the performance level is 6,18 percent. The CSI measurement results show an increase in satisfaction at each meeting, with an average of 88,41 percent indicating a very high level of satisfaction. Although farmers feel satisfied, their participation is relatively low due to the performance related to scheduling not meeting farmers' expectations.

Keywords: Corn, farmer field school, farmers, satisfaction