

## **The Influence of the Implementation of the Farmer Card Program and Work Motivation on the Welfare of Rice Farmers in Cilamaya Kulon, Karawang**

### ***Pengaruh Implementasi Program Kartu Tani dan Motivasi Kerja terhadap Kesejahteraan Petani Padi Sawah di Kecamatan Cilamaya Kulon, Kabupaten Karawang***

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(Diterima 31-12-2024; Disetujui 25-01-2025)

#### **ABSTRACT**

This study aims to evaluate the implementation of the Farmer Card program and its impact on the work motivation and welfare of rice farmers in Cilamaya Kulon District, Karawang Regency. The study used a descriptive qualitative method with a literature study, and data were obtained through in-depth interviews with four informants. The results showed that most informants considered the Farmer Card program ineffective. They complained about the difficulty of obtaining subsidized fertilizer, uneven distribution, and the existence of non-farmers who misused the Farmer Card to get fertilizer and then sell it at a high price. In addition, the existence of the Farmer Card reduced farmers' work motivation due to limited access to subsidized fertilizer. This program also did not have a significant impact on farmers' welfare; high fertilizer prices due to the inaccurate distribution process became an additional burden. The informants suggested improvements to the distribution system and program implementation so that it could truly improve farmers' welfare or proposed that this program be stopped if improvements were not possible. The results showed that farmers preferred the old system which was considered more flexible in meeting fertilizer needs.

Keywords: Farmer Card Implementation, Work Motivation, Farmer Welfare

#### **ABSTRAK**

*Penelitian ini bertujuan untuk mengevaluasi implementasi program Kartu Tani dan pengaruhnya terhadap motivasi kerja serta kesejahteraan petani padi sawah di Kecamatan Cilamaya Kulon, Kabupaten Karawang. Penelitian menggunakan metode kualitatif deskriptif dengan studi literatur, dan data diperoleh melalui wawancara mendalam terhadap empat informan. Hasil penelitian menunjukkan bahwa program Kartu Tani dinilai kurang efektif oleh sebagian besar informan. Mereka mengeluhkan kesulitan mendapatkan pupuk bersubsidi, distribusi yang tidak merata, dan adanya pihak non-petani yang menyalahgunakan Kartu Tani untuk memperoleh pupuk lalu menjualnya dengan harga tinggi. Selain itu, adanya Kartu Tani justru menurunkan motivasi kerja petani karena keterbatasan akses pupuk bersubsidi. Program ini juga tidak memberikan dampak signifikan terhadap kesejahteraan petani; harga pupuk yang tinggi akibat proses distribusi yang tidak tepat sasaran menjadi beban tambahan. Para informan menyarankan perbaikan pada sistem distribusi dan pelaksanaan program agar benar-benar dapat meningkatkan kesejahteraan petani atau mengusulkan agar program ini dihentikan jika perbaikan tidak memungkinkan. Hasil penelitian menunjukkan bahwa petani lebih menyukai sistem lama yang dianggap lebih fleksibel dalam memenuhi kebutuhan pupuk.*

*Kata kunci: Implementasi Kartu Tani, Motivasi Kerja, Kesejahteraan Petani*

#### **INTRODUCTION**

Agriculture is an important sector in developing countries, especially in countries like Indonesia where most of the population works as farmers. The agricultural industry improves the quality of raw materials and helps meet the demand for raw materials (Ghifari, 2024). Development in the agricultural sector requires a focus on certain functional components. This is because most agriculture in Indonesia is still carried out by rural communities using traditional methods, and farmers' formal education level is relatively low (Astuti, 2018).

In addition to the problem of farmers' low knowledge of modern and professional agricultural management, another problem that is no less important for Indonesian farmers is the high price of fertilizer and the scarcity of fertilizer. This has been a problem that Indonesian farmers have long experienced. Although the government has announced a policy on fertilizer by holding a farmer card program, the policy has not been implemented effectively (Marhaeni1 et al., 2024).

According to Wahid in Riki et al., (2022), the farmer card is a card that is intended for Indonesian farmers so that farmer data and the distribution of subsidized fertilizers they receive can be read when used on the EDC (Electronic Data Capture) machine, where through the farmer card it is hoped that the distribution of subsidized fertilizers will be right on target (Suhamah, 2024). Through the recommended dosage of the relevant Agriculture Service, the area of land for each farmer's fertilizer needs is a factor that is adjusted for the allocation of fertilizer received by each farmer. Providing fertilizer, obtaining relief from People's Business Credit to accumulating harvest results are activities that can help farmers through this farmer card program. In addition, the APBN budget which is the government budget for the distribution of subsidized fertilizers can also be monitored through this farmer card (Agriculture, n.d.) (Mukson, 2024).

Agriculture, especially in the Cilamaya Kulon District, Karawang Regency, plays an important role in the local economy. However, the welfare of rice farmers is still a challenge. Implementing the Farmer Card Program and work motivation are considered efforts to improve their welfare. Implementation is an activity or action based on a detailed plan to achieve a goal. After all plans are considered perfect, implementation begins. Implementation according to Jones Theory: is "*An activity that aims to realize a program into action*" (the process of implementing a program until the results are visible). Therefore, implementation is an action taken after a policy is made. Implementation is a method used to achieve policy objectives (Adriansyah, 2021).

Welfare is a state of fulfilling all forms of life's needs, especially basic ones such as food, clothing, housing, education, and health care. Welfare is also included as a planned process or effort carried out by individuals, social institutions, communities, and government agencies to improve the quality of life through increasing income and education. Farmer welfare is a condition in which farmers can meet their basic needs, such as food, clothing, shelter, health, and education, and have sufficient income from the agricultural sector they run. The level of farmer welfare is influenced by the income and profits obtained from their agricultural products. One indicator that is often used to measure farmer welfare is the Farmer Exchange Rate (NTP), which measures the purchasing power of farmers based on their agricultural production results (Ismawati, 2021).

The problems faced by farmers in the Cilamaya Kulon sub-district, Karawang Regency are that farmers face difficulties in obtaining fertilizer, which causes delays in planting, decreased harvest yields, and an imbalance between production costs and income. This causes a lack of motivation for farmers to carry out agricultural activities. Motivation is a process that produces intensity, direction, and individual persistence to achieve a goal. While general motivation is concerned with efforts towards each goal. This concept is used to explain differences in the intensity of behavior where enthusiastic behavior is the result of a strong level, in addition, this concept of motivation is expected that each individual will work hard and enthusiastically to achieve high work performance (Robin 2018:23-24) (Daenuri, 2020).

Various previous studies have revealed the positive impact of the implementation of the Farmer Card Program and work motivation on improving farmer welfare, although the level of influence can vary. According to Arifiena (2023), the results of his research stated that the implementation of the farmer card program and farmer work motivation in Purbaratu District, Tasikmalaya City had entered the good category (Arfiena, 2023).

Research according to Raharjo (2022) entitled "Implementation of the Farmer Card Program in Bangunharjo and Panggungharjo Villages, Sewon District, Bantul Regency" The results of the study showed that the implementation of the farmer card program in Semail Hamlet, Bangunharjo Village did not run well because it did not go through the appropriate procedures, but it went well through the technical redemption of fertilizer collectively by farmer groups. Meanwhile, the implementation in Ngireng-Ireng Hamlet, Panggungharjo Village has not run optimally because there are still some farmers who do not use farmer cards to redeem subsidized fertilizers (Raharjo, 2022).

Meliyanawati et al., (2020) research entitled "Attitudes and Motivations of Rice Farmers Towards Adoption of the Farmer Card Program in Grobogan Regency" The results of the study showed that

the characteristics of respondents were dominated by productive-age men who had quite a long farming experience, but had a relatively low level of education. The attitudes, motivations, and adoption of farmers towards farmer cards were classified as moderate. Attitude and motivation factors influenced adoption. Attitude and motivation variables influenced the adoption variable by 79.4% and the rest was influenced by other variables. Attitude and motivation variables had a very significant influence on the adoption variable ( $\text{sig} < 0.05$ ) (Meliyanawati, 2020).

Based on the above phenomenon, researchers are interested in raising the issue in a study entitled "*The Influence of the Implementation of the Farmer Card Program and Work Motivation on the Welfare of Rice Farmers in Cilamaya Kulon, Karawang*". The purpose of this study is to provide valuable insights for the development of more effective agricultural policies and provide new views on improving the motivation and welfare of rice farmers in the area.

## RESEARCH METHOD

The research method is a way to solve a problem that will be studied in a study. In writing this article, the researcher uses a qualitative research method. Qualitative research is research that emphasizes the quality or most important thing of the nature of an item or object. The most important thing about a good or service in the form of an event/phenomenon/social symptom is the meaning behind the event which can be used as a valuable lesson for developing a theoretical concept (Nasir, 2023).

In line with this, the type of qualitative research used is descriptive research with literature study techniques. Literature study is a research technique carried out to study and critically review a problem to be studied. Researchers will use secondary data from documents, archives, books, articles, papers, and other research results. The most important thing about a good or service in the form of an event/phenomenon/social symptom is the meaning behind the event which can be used as a valuable lesson for developing a theoretical concept (Gusti et al., 2021).

Therefore, the article "The Effect of the Implementation of the Farmer Card Program and Work Motivation on the Welfare of Rice Farmers in Cilamaya Kulon District, Karawang Regency" will use this technique to obtain data and facts relevant to the problems above.

The research was conducted by interviewing four (four) experienced farmers who had been farmers for a long time.

## RESULT AND DISCUSSIONS

### Description of Research Informants

Table 1. Informants

No	Name	Age	Gender
1	Mr. H. Cali	60 years	Male
2	Mr. H. Taya	55 years	Male
3	Mr. Nurhalim	50 years	Male
4	Mr. Tarkum	40 years	Male

Source: Primary Data Analysis (2024)

Interviews were conducted with rice farmers, all of whom were male. The first informant was Mr. H. Cali, aged 60 years, he has been a farmer for almost 35 years. The second informant was Mr. H. Taya, aged 55 years, he has been a farmer for 30 years. The third informant was Mr. Nurhalim, aged 50 years, who has been a farmer for 20 years, and the fourth informant was Mr. Tarkum, aged 40 years, who has been a farmer for 10 years.

### Research Questions

Based on in-depth interviews conducted by researchers with four informants related to the Farmer Card program, their various views and experiences were revealed regarding the implementation of this program. The informants conveyed their responses regarding the card issuance process, distribution of subsidized fertilizer, and the impacts felt on their welfare. This study further explores the effectiveness of the program, the obstacles faced by farmers in utilizing the Farmer

Card, and the extent to which this program can provide a positive contribution to their lives and agricultural productivity. The following are responses from the four informants regarding the farmer card program:

#### **Responses regarding the effectiveness of the Farmer Card program**

Mr. H. Cali explained:

*"The farmer card program is considered less effective for farmers, 70% of farmers do not agree with the existence of farmer cards."*

Mr. H. Taya explained:

*"Less effective, hopefully, it can be improved in terms of structure, regulations and fertilizer supplies for farmers, because what has been felt so far is that it is very difficult to get fertilizer, even if there is, the price of fertilizer is expensive because people who are not farmers can get farmer cards and resell them to rice farmers, hopefully, the farmer cards can be by the budget and supplies according to needs."*

Mr. Nurhalim explained:

*"Actually, I don't understand the function of the farmer card for the farmers, because so far it has been felt to be less effective, for example, the supply of urea fertilizer is very difficult to obtain, normally if you have 1 hectare of rice fields you should get at least 5 quintals of urea fertilizer but in reality, you only get 1.5-2 quintals, and this is far from effective."*

Mr. Tarkum explained:

*"It is less effective because there are still many farmers who do not understand the use of farmer cards, then the fertilizer quota is also uneven, the farming land is different, the fertilizer quota is also small, so if you want to buy more it is difficult."*

#### **Responses to the farmer card program affect work motivation**

Mr. H. Cali explained:

*"With the farmer card, the price of fertilizer is quite cheap, but it does not match what is given/budgeted with the needs of the rice fields, for example, 1 hectare is only budgeted for 1 quintal of 75kg of fertilizer, while the need for 1 hectare is 3.5 quintals, this is a burden on farmers because of the lack of fertilizer and they have to buy it again from other kiosks and cannot use the farmer card so the price is more expensive so that the work motivation of farmers decreases."*

Mr. H. Taya explained:

*"Since the farmer card was introduced, motivation has decreased, even though there are subsidies, it is difficult to get fertilizer."*

Mr. Nurhalim explained:

*"Lack of enthusiasm, because since the existence of the farmer card, buying fertilizers has been very difficult, such as urea and MPK fertilizers, all of which must be done through the farmer card, if you don't have a farmer card, such as farmers who have a guardian or rented rice fields, it is tough to get these fertilizers, even if there are any, it is only a little."*

Mr. Tarkum explained:

*"The farmer card program does not provide any motivation at all, the enthusiasm for farming decreases because of the difficulty in getting fertilizer."*

#### **Responses regarding the farmer card program help improve farmer welfare**

Mr. H. Cali explained:

*"It only helps a little, the rest does not help, because the distribution and regulations are less effective and not on target, for example, people who do not have rice fields*

*have farmer cards, then they buy the fertilizer and sell it back to farmers at a high price, so how can farmers prosper if the price of fertilizer is high."*

Mr. H. Taya explained:

*"No, because sometimes because it is difficult to get fertilizer, starting to plant rice is late, then the price of medicine is higher, there are more pests, the selling price after harvest decreases, so there is an imbalance between expenditure and income, which results in farmers being unmotivated and less prosperous."*

Mr Nurhalim explained:

*"It doesn't help improve the welfare of farmers."*

Mr. Tarkum explained:

*"Not at all, because farmers' fertilizer needs are not measurable, depending on the situation and conditions in the field, because not all land is good, good rice growth, some need repeated fertilization, then the fertilizer quota on the farmer card is only a little so it does not meet the needs of the rice field, it is also difficult to buy."*

### **Responses to the biggest challenges faced by the Farmer Card program**

Mr. H. Cali explained:

*"The farmer card was created as a subsidy from the government for farmers, but this subsidy was not given to the right target, the fertilizer target was not as expected, moreover, it was said that the future program would be implemented, and the farmer card did not function, later farmers would buy fertilizer by simply showing their family card and ID card, well, more and more people would take advantage of it, so people who are not farmers buy fertilizer to resell at high prices. So, this will be a big challenge for farmers."*

Mr. H. Taya explained:

*"It is difficult to get fertilizer because it is limited, the farmer card should make it easier, but this is the opposite."*

Mr. Nurhalim explained:

*"The difficulty in getting fertilizer, please help the government to make it easier for us farmers to get fertilizer, because the difficulty in getting urea fertilizer every year is a big challenge and problem for farmers, especially in Sumur Gede Village, Cilamaya Kulon District, Karawang Regency."*

Mr. Tarkum explained:

*"The shortage of fertilizer from the quota given in the farmer card if you buy non-subsidized ones, it's expensive. While we are given a farmer card to buy at kiosks, and outside many illegal ones are being sold, whatever we want is provided, but the price is a little more expensive, and, strangely, there is a farmer card but outside there are also many illegal sellers."*

### **Responses regarding changes in welfare before and after the Farmer Card program**

Mr. H. Cali explained:

*"It was better before there was a farmer card, you could buy fertilizer freely as much as you needed, and subsidized fertilizer and medicine for agricultural needs were always in stock. When there was a farmer card, it became even more difficult to get fertilizer, and the price became more expensive."*

Mr. H. Taya explained:

*"It was better before there was a farmer card, the price was affordable, and the goods were abundant and easy to get. Now, the price is cheap but it is difficult to get the goods, even if there are, the price is more expensive."*

Mr. Nurhalim explained:

*"It would be better if there was no farmer card so we were free to buy fertilizer wherever and whenever needed, unlike now that there is a farmer card, even if we want to buy it in cash, it is difficult to get fertilizer."*

Mr. Tarkum explained:

*"Yes, if the farmer card makes things complicated, when will we prosper? Because fertilizer is a staple for farmers, if the fertilizer is lacking, the harvest will also be lacking, so it was easier before there was a farmer card, there was a lot of fertilizer stock, and farmers also bought it without any hassle and could buy it at any kiosk. Now with the farmer card, farmers are told to buy it at one kiosk, while the quota that farmers get is also still being cut, which should be 2 quintals, cut by ½ quintals, who knows why, the farmers' quota is not all given. For example, each farmer has a quota of 5 quintals of fertilizer, only given 3 quintals, the 2 quintals want to be redeemed again, it is made difficult with the excuse that it has run out."*

### **Feedback on whether there are aspects of the farmer card program that need to be improved**

Mr. H. Cali explained:

*"It needs to be fixed, I have often talked to farmers and they always complain about the difficulty of getting fertilizer, farmers want to be freed from farmer cards, because even though they have farmer cards, they still have difficulty getting fertilizer, and if there are those who sell it, the price is even more expensive, farmers want it to be like before, without having a farmer card."*

Mr. H. Taya explained:

*"Fulfill the needs of farmers who have farmer cards, do not fulfill the needs of those who have farmer cards but are not farmers, because that will make fertilizer difficult to obtain and even if there is, they sell it at a high price. Provide fertilizer appropriately and on target."*

Mr. Nurhalim explained:

*"Improve the system, if you want any program related to agriculture, inform and ask the farmers first, what are their needs and what are they like. Then please try to have retail urea fertilizer in each kiosk so that it is easier for us to get the shortage of fertilizer"*.

Mr. Tarkum explained:

*"All aspects must be improved or better yet, the farmer card program should be eliminated and returned to how it was, because it would be better if there was no farmer card."*

### **Discussion**

Discussion on the Effectiveness of the "Kartu Tani" Program Based on Farmer Interviews

#### **Effectiveness of the "Kartu Tani" Program**

All four farmers (Bapak H. Cali, Bapak H. Taya, Bapak Nurhalim, and Bapak Tarkum) expressed dissatisfaction with the effectiveness of the "Kartu Tani" program. Their main concerns include:

- Limited understanding of the program's purpose: Bapak Nurhalim mentioned that many farmers, including himself, do not fully grasp the function of the "Kartu Tani."
- Inequitable distribution of fertilizer: Several farmers reported receiving far less fertilizer than needed for their land, with Bapak Nurhalim stating that for one hectare of land, he only received 1.5–2 quintals of urea fertilizer, instead of the needed 5 quintals.
- Misuse of the system: Farmers like Bapak H. Taya and Bapak H. Cali noted that individuals who are not farmers can obtain the card and resell the fertilizer, exacerbating the problem for genuine farmers.

### **Impact on Work Motivation**

The farmers agreed that the program negatively impacts their motivation:

- Lack of sufficient fertilizer: Due to insufficient supply, they often need to buy additional fertilizer at higher prices from non-subsidized sources, which demoralizes them (Bapak H. Cali and Bapak H. Taya).
- Limited access for non-landowning farmers: Farmers with gardens or sewaan land find it particularly difficult to access fertilizer, as highlighted by Bapak Nurhalim.

### **Effect on Farmer Welfare**

Most of the farmers felt that the program did not significantly improve their welfare:

- High fertilizer prices and low crop yields: The high cost of obtaining additional fertilizer, coupled with delayed planting due to fertilizer shortages, has led to reduced crop yields and lower profits, as noted by Bapak H. Taya.
- Limited overall support: The program's inability to meet farmers' actual fertilizer needs prevents it from meaningfully improving their economic conditions, as emphasized by Bapak Tarkum.

### **Major Challenges Faced**

Farmers identified several challenges in the "Kartu Tani" program:

- Fertilizer supply issues: The primary challenge for all farmers was the difficulty in acquiring enough fertilizer, with Bapak H. Cali mentioning that future changes to the program might exacerbate this by allowing non-farmers to easily purchase subsidized fertilizer.
- Illegitimate practices: The availability of illegal fertilizer sales outside the system, as mentioned by Bapak Tarkum, further complicates the problem.

### **Welfare Before and After "Kartu Tani"**

Farmers unanimously agreed that conditions were better before the introduction of the "Kartu Tani." They highlighted:

- Easier access to fertilizer: Before the program, fertilizer was more accessible, and they could purchase it freely as needed, according to Bapak H. Cali and Bapak Tarkum.

### **Aspects Needing Improvement**

The farmers provided several suggestions for improvement:

- Better targeting and distribution: Ensuring that only legitimate farmers receive "Kartu Tani" and adequate fertilizer was emphasized by all interviewees, especially Bapak H. Cali and Bapak Taya.
- System overhaul: Some farmers, like Bapak Tarkum, suggested the complete removal of the program, arguing that it had created more problems than benefits.

## **CONCLUSION**

Most informants felt that the Farmer Card program was ineffective. They reported difficulties in obtaining fertilizer that should be guaranteed by this program. Some of the problems identified included fertilizer quotas that did not match land needs and uneven fertilizer distribution, which even allowed non-farmers to obtain and resell fertilizer at higher prices. The motivation of farmers to work decreased because of this program. Farmers feel that this program makes it difficult for them to obtain fertilizer, even though it is subsidized, so they still have to look for additional fertilizer elsewhere at a higher price.

Informants stated that the program did not significantly improve their welfare. High fertilizer prices due to uneven distribution and lack of fertilizer availability burden farmers even more. The biggest challenges faced are obtaining subsidized fertilizer and the distribution that is not on target. The Farmer Card allows people who are not farmers to buy fertilizer and resell it at a high price, thus causing difficulties for indigenous farmers.

Before the Farmer Card, farmers felt freer to buy fertilizer according to their needs. With the Farmer Card, fertilizer availability is limited, fertilizer purchases are more complicated, and prices

are higher. The informants emphasized the importance of improvements in the distribution aspect and the implementation system of the Farmer Card. They hoped that this program would be focused only on farmers who needed it, and proposed the elimination of this program if improvements could not be made so that fertilizer distribution could return to its previous state, which was easier.

Overall, farmers prefer the old system which is considered more flexible in meeting fertilizer needs, and want fundamental improvements or the elimination of the Farmer Card so that agricultural programs can run more effectively and on target.

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