STRATEGI PENINGKATAN KINERJA PENYULUH PERTANIAN LAPANGAN (PPL) PADA DINAS PERTANIAN DAN PANGAN KABUPATEN BLITAR

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ABSTRACT

Study this background limitations power extension worker agriculture and weak performance part big extension worker agriculture on Service Agriculture and Food Regency Blitar . Because that needed strategy enhancement performance extension worker agriculture field on Service Agriculture and Food Regency Blitar .

Study this aim for analyze Strategy Enhancement Performance Extension Agriculture Field (PPL) on Service Agriculture and Food Regency Blitar order corresponding with hope .

Study this use approach qualitative . Type research used _ in study this is studies case whereas subject study this is PNS Extension, First Aid Extension (Employee Government with Agreement work) and farmers in 22 districts in the region Regency Blitar .

Technique data collection obtained through interview , observation , documentation and from books , documents or notes , writings work scientific from media , archives official support _ primary data completeness . Technique data analysis used in study this is technique qualitative data analysis with use SWOT analysis.

Results study show that based on results analysis and SWOT calculation is obtained IFAS cumulative score (strength and weakness) is **3.22** , while the EFAS cumulative score (opportunity and threat) is **2.57** so that Strategy Enhancement Performance Extension Agriculture Field (PPL) on Service Agriculture and Food Regency Blitar is at on quadrant I (apply SO strategy). As for Strategy SO this emphasize on strength (*Strength*) for reach where is the opportunity _ on SWOT matrix is utilization availability means and infrastructure adequate counselling _ for support performance extension worker , Improvement knowledge and skills extension worker through activity training good technical nor competency , Improvement of the implementation program counseling through Support big budget _ from government area , Utilization technology agriculture and technology information for support performance extension , Strengthening structure institutional counseling support enhancement performance corresponding with SKKNI

Keywords : _ **Means infrastructure counselling , knowledge and skills , budget counseling , technology agriculture and strengthening institutional counseling**