PERFORMANCE EVALUATION OF AGRICULTURAL EXTENSION
(Case Study: Tanjung Morawa District, Deli Serdang Regency)

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Abstract

The purpose of this study is to analyze the performance of agricultural extension in Tanjung Morawa District, Deli Serdang Regency. The determination of the research area was carried out purposively, namely the research area was chosen intentionally with the consideration that the research area was a sub-district on the outskirts of Kota Medan, whose livelihoods were still based on the agricultural sector. Determination of the sample was carried out by using the census technique, namely the determination technique carried out by obtaining data from all heads of farmer groups in Tanjung Mowara. The number of research samples was 20 people. The analysis method used is the CIPP (Context, Input, Process, Product) evaluation model combined with the scoring method by asking questions to the research sample. The results showed that 4 indicators of performance achievement, namely context, input, process and product, indicated the percentage of achievement with an average of 95.66% and a value of 51.6. From these data it can be interpreted that the performance of agricultural extension in Tanjung Morawa District, Deli Serdang Regency is classified in the good category.

Keywords: Evaluation, Performance, Extension, CIPP.

1. Introduction

Agricultural extension as part of the agricultural development system has a very strategic position in agricultural development. Agricultural Extension is an effort to build community capacity through a farmer learning process by applying the principles of agricultural extension properly and properly supported by other agricultural development activities. Agricultural extension activities are a continuous process to convey useful information and technology to farmers and their families. This activity is attempted so as not to create dependence between farmers and extension workers but to create farmers' independence in developing their farmer groups. In addition to agricultural extension, the success of agricultural development is largely determined by the capacity of agricultural human resources as development actors, especially farmers. As development actors, farmers are expected to have knowledge and skills in managing farming businesses (Ministry of Agriculture, 2008).

Agricultural extension has two goals to be achieved, namely: long-term goals and short-term goals. The short-term goal is to foster changes that are more focused on farming, which include: changes in the knowledge, skills, attitudes and actions of their family farmers through increasing knowledge, skills and attitudes. By changing the behavior of farmers and their families, it is hoped that they can manage their farms productively, effectively and efficiently (Zakaria, 2006).

An extension worker assists farmers in their efforts to increase production and the quality of their produce in order to improve their welfare. Extension agents act as reform agents who help farmers identify the problems they face and find the solutions needed (Suhardiyono, 1992).

Agricultural extension activities involve two active groups. On the one hand is the extension group and the second is the counseling group. Extension workers are groups that are expected to be able to bring the goals of agricultural extension to the goals that have been outlined. Meanwhile, those who were taught were groups who were expected to be able to receive agricultural extension packages (Sastraatmadja, 1993).

Evaluation, from its inception to the present, continues to develop. Evaluation is a new term in scientific studies that has developed into its own scientific discipline. Nevertheless, the field of evaluation studies has provided many benefits and contributions in providing information and data, especially regarding the implementation of a particular program which in turn will produce recommendations and be used by the program implementers to determine whether the program is discontinued, continued, or improved. even better. And now, evaluation has developed into a new trend as a new discipline and is often used by almost all fields in a particular program such as evaluating a training program in a company,

In its implementation, it turns out that evaluations can differ from one another, this depends on the intent and purpose of the evaluation being carried out. For example, evaluation of learning programs will not be the same as evaluating employee performance. Evaluation of learning programs is carried out with the master to see how far the learning outcomes have been achieved optimally in accordance with the targets and objectives of the learning itself. Meanwhile, employee performance evaluation is carried out with the aim of seeing the quality, loyalty, or work motivation of employees, so that it will determine production results. With these differences, several evaluation models were born that can be considered by evaluators in conducting evaluations. Of the several existing evaluation models, the author will only discuss the CIPP evaluation model (Context, Input, Process,

Organizational performance is questioning whether the goals or mission of an organization are in accordance with the reality of existing economic, political and cultural conditions or factors, whether the structure and policies support the desired performance, whether it has leadership, capital and infrastructure in achieving its mission, whether the policies, culture and its incentive system supports the achievement of desired performance, and whether the organization creates and maintains selection and training policies, and resources (Keban, 2004).

2. Research methods

This research was conducted in Tanjung Morawa District, Deli Serdang Regency, North Sumatra Province. The villages that became the research locations were villages where some of the population still carried out farming activities and were still the target villages of Agricultural Extension. In each village, one farmer group was assigned which the extension worker assessed as the most active farmer group based on the assessment of the Farmer Group's Ability Class. The population in this study were all the heads of the farmer groups who had the highest ability class of farmer groups in agricultural villages in Tanjung Morawa District. All the heads of the farmer groups were sampled using the Census Method.

Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Metode pengumpulan data primer dengan menggunakan wawancara. Wawancara yang dilakukan adalah wawancara terstruktur, karena peneliti atau pengumpul data sudah mengetahui informasi seperti apa yang ingin diperoleh. Selain itu, wawancara juga menggunakan alat pandu berupa kuesioner yang telah dipersiapkan.

To evaluate the identification of the problem, it was analyzed using the CIPP evaluation model combined with the scoring method by asking questions to the research sample. With the CIPP evaluation model (Context, Input, Process, Product) questions will be asked. The question was only given to the head of the farmer group because the head of the farmer group will conduct an assessment of the performance of Agricultural Extension in Tanjung Morawa District, Deli Serdang Regency. Each model has assessment indicators followed by criteria based on the theory built. Each answer from the sample is given a score based on the scoring on the performance of Agricultural Extension.

3. Results and Discussion

3.1 Agricultural Extension Performance in Tanjung Morawa District

The success of Agricultural Extension in Tanjung Morawa District in carrying out its main functions can be seen from the results of research on 20 samples where the samples were taken from each village which is an agricultural area.

Table 1. Assessment of the Context Components of Agricultural Extension Performance in Tanjung Morawa District, Deli Serdang Regency

No	Performance Indicator	Average Total Score
1	Extension Programs are structured based on farmers' needs	2.95
2	Program Counseling made for Upgradefarm productivity.	2.95
3	Program to increase the competence and professionalism of agricultural extension workers and farmers	2.95
4	Program aim grow Farmer WhichInnovative	2.85
	Total Average Total Score	**11.7**

From Table 1, it can be seen that the Agricultural Extension performance indicator based on the Context component obtained the expected value in the range of 4-12 and the average total score of 11.7. Where indicators 1-3 have the same average score of 2.95 and performance indicator no 4 has the lowest average score with a score of 2.85.

Table 2. Assessment of the Input Components of Agricultural Extension Performance in Tanjung Morawa District, Deli Serdang Regency.

No	Performance Indicator	Average Total Score
1	Mutual trust between extension workers and farmers	2.9
2	Participation and support of farmers in extension programs	3
3	Reliable human resources	2.95
4	The time and place are agreed between the extension worker and the farmer	2.95
5	Synchronization between institutions related to extension in the research area	2.75
	Total Average Total Score	**14.55**

From Table 2, it can be seen that the Agricultural Extension performance indicator based on the Input component obtained the expected value in the range of 5-15 and the average total score of 14.55. Where the indicator with the highest average total score is indicator 2 with a value of 3 and the performance indicator with the lowest average total score is indicator 5 with a value of 2.75.

Table 3. Assessment of Agricultural Extension Performance Process Components, Tanjung Morawa District, Deli Serdang Regency.

No	Performance Indicator	Average Total Score
1	Implementation of outreach programs in accordance with farmer needs	2.95
2	Application of counseling methods according to needs farmer	2.85
3	There is a process for providing and disseminating information and innovation in the implementation of agricultural extension	2.9
4	Ongoing process empowerment and strengthening farmer institutions	2.8
	Total Average Total Score	**11.5**

From Table 3, it can be seen that the Agricultural Extension performance indicator based on the Process component obtained the expected value in the range of 4-12 and the average total score obtained was 11.5. The highest average total score is indicator 1 with a value of 2.95 and the performance indicator with the lowest average total score is indicator 4 with a value of 2.8.

Table 4. Assessment of Product Components of Agricultural Extension Performance in Tanjung Morawa District, Deli Serdang Regency.

No	Performance Indicator	Average Total Score
1	The impact of increasing production after the extension program takes place.	3
2	Impact of changes in the ability of farmers' adoption rate	2.4
3	The impact of increasing farmers' income after the extension program	3
4	Farmer satisfied to program counseling agriculture	2.8
5	The more strong synergy between institution counseling in the research area	2.7
	Total Average Total Score	**13.9**

From Table 4, it can be seen that the Agricultural Extension performance indicator based on the Product component obtained the expected value in the range of 5-15 and the average total score of 13.9. Where the indicator with the highest average total score is indicator 1 and 3 with a value of 3 and the performance indicator with the lowest average total score is indicator 2 with a value of 2.4.

3.2 Agricultural Extension Performance Achievements in Tanjung Morawa District

The CIPP model is a model that is oriented to decision makers. This model divides evaluation into four types, namely: context evaluation (serving planning decisions), input evaluation (to help manage decisions to determine available sources, alternatives taken, and work procedures to achieve the intended goals), process evaluation (assisting decisions on the extent to which the program has been implemented), product evaluation (ie reviewing decisions). The four types of CIPP evaluations (Context, Input, Process, Product) can be visualized into the assessment aspects of the Extension Program implementation in Tanjung Morawa District in Table 5 below.

Table 5. Performance Achievement of Agricultural Extension Context Components in Tanjung Morawa District Deli Serdang Regency

No	Performance Indicator	% Achievement
1	Program Counseling arranged based on farmer needs	24.58
2	Extension programs are made to increase farm productivity.	24.58
3	Program enhancement competence and the professionalism of agricultural extension workers and farmers	24.58
4	The Program Aims To Grow Innovative Farmers	23.75
	% Whole	**97.5%**

From Table 5, it can be seen that the achievement of Agricultural Extension performance based on the Context component, the highest percentage value of achievement is indicators 1-3 with a value obtained of 24.58% and the lowest percentage value is indicator 4 with a value obtained of 23.74% and the overall percentage value of the context component is 97.5%. So it can be seen that the performance of Agricultural Extension on the Context component can be improved by 2.5% (the remainder of 97.5%) in order to achieve optimal results.

Table 6. Performance Achievement of Agricultural Extension Input Components in Tanjung Morawa District Deli Serdang Regency.

No	Performance Indicator	% Achievement
1	Mutual trust between extension workers and farmers	19.33
2	Participation and support of farmers in extension programs	20
3	Reliable human resources	19.66
4	The time and place are agreed between the extension worker and the farmer	19.66
5	Synchronization between institutions related to extension in the research area	18.33
	% Whole	**97%**

From Table 6, it can be seen that the Agricultural Extension performance achievement based on the Input component obtained the highest achievement percentage value is indicator 2 with a value obtained of 20% and the lowest achievement percentage value is indicator 4 with a value obtained of 18.33% and the percentage value of the overall context component is 97%. Then it can be seen that the performance of Agricultural Extension on the input component can be increased by 3% (the rest of 97%) in order to achieve optimal results.

4. **Conclusion**

Agricultural Extension Performance in Tanjung Morawa District, Deli Serdang Regency is classified in the good category, with a score of 51.6 with a percentage of 95.66% performance achievement.

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