

# Implementasi Program Gerakan Tiga Kali Lipat Ekspor (Gratieks) Badan Karantina Pertanian Kementan RI dalam Mendukung Kegiatan Ekspor Tanaman Hias Kota Depok di Masa Pandemi = Implementation of the Three-fold Export Movement Program (Gratieks) from Indonesia Agricultural Quarantine Agency in Supporting Depok City Ornamental Plant Export Activities during the Pandemic Period

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## Abstrak

Penelitian ini membahas mengenai Implementasi Program Gerakan Tiga Kali Lipat Ekspor (Gratieks) Badan Karantina Pertanian Kementan RI dalam Mendukung Kegiatan Ekspor Tanaman Hias Kota Depok di Masa Pandemi. Fokus penelitian ini yaitu menganalisis ketercapaian faktor-faktor keberhasilan implementasi program Gratieks dalam mendukung kegiatan ekspor tanaman hias Kota Depok di masa pandemi. Acuan teori faktor-faktor keberhasilan tersebut berdasarkan teori yang disampaikan oleh Merilee S. Grindle. Teori tersebut berisi dimensi-dimensi, yakni (1) Kepentingan yang mempengaruhi, (2) tipe manfaat, (3) derajat perubahan yang diinginkan, (4) letak pengambilan keputusan, (5) pelaksana program, (6) sumber daya yang terlibat, (7) kekuasaan, kepentingan, strategi aktor, (8) karakteristik lembaga dan rezim yang berkuasa serta (9) tingkat kepatuhan dan daya tanggap. Penelitian ini menggunakan metode post-positivist, teknik analisis deskriptif kualitatif, teknik pengumpulan data dengan wawancara mendalam dan studi kepustakaan. Hasil penelitian menunjukkan bahwa berdasarkan pada faktor-faktor yang mempengaruhi keberhasilan implementasi program Gratieks Barantan Kementan RI dalam mendukung kegiatan ekspor tanaman hias Kota Depok di masa pandemi secara keseluruhan dinyatakan telah tercapai. Adapun faktor-faktor yang tidak tercapai, yaitu pada dimensi derajat perubahan dan dimensi daya tanggap dan respon.

.....This research discusses the Implementation of the Indonesian Agricultural Quarantine Agency's Three-fold Export Movement (Gratieks) Program in Supporting Depok City Ornamental Plant Export Activities during the Pandemic Period. The focus of this research is to analyze the success factors for the implementation of the Gratieks program in supporting Depok City Ornamental Plant Export Activities during the Pandemic Period. The reference to the theory of success factors is based on the theory presented by Merilee S. Grindle. The theory contains dimensions, namely (1) interest affected, (2) types of benefits, (3) extend of change envisioned, (4) site of decision making, (5) program implementers, (6) resources committed, (7) power, interests, and strategies of actors involved, (8) institutions and regimes characteristics (9) compliance and responsiveness. This study is using a post-positivist approach, qualitative descriptive analysis techniques, data collection techniques with in-depth interviews and literature studies. The results of this research shows that based on the factors that influenced the successful implementation of the Indonesian Agricultural Quarantine Agency's Gratieks program in supporting Depok City Ornamental Plant Export Activities during the Pandemic Period as a whole it was stated to have been achieved. The factors that were not achieved were the dimensions of extend of change envisioned and the dimensions of compliance and responsiveness.