

Okmar Planting Season 2019-2020
**PETROKIMIA GRESIK ENCOURAGE
BALANCED FERTILIZER WITH ORGANIC FERTILIZER**

Number : 56/SP/PG/XI/2019
Day & Date : Tuesday, November 5, 2019
Event : Early Planting & Gebyar Promosi Berhadiah in Okmar Planting Season
Place : Central Lampung & South Lampung

Petrokimia Gresik as Agroindustry Solution Company and the member of Pupuk Indonesia holding held first rice planting at experimental field or known as demonstration plot in Bedeng V Village, Trimurjo Sub-district, Central Lampung District, Lampung, Tuesday (5/11).

Marketing Director of Petrokimia Gresik, Digna Jatningsih, represented the President Director of Petrokimia Gresik Rahmad Pribadi said that this event was an effort of Petrokimia Gresik in welcoming the planting season on October-March (Okmar) 2019-2020. In this occasion, Petrokimia Gresik Encourage the campaign or socialization to the farmer about balanced fertilization.

"The recommended balanced fertilization by Petrokimia Gresik is 5:3:2, contains 500 kg of organic fertilizer, 300 kg of NPK Phonska Plus, and 200 kg of Urea fertilizer for each hectare of rice field. And the land enhancer 1-2 tons per hectare to increase the number of soil pH. This is the most efficient and optimal formulation for the result," said Digna.

Digna further explained that balanced fertilization is an important thing to be socialized to the farmer when in planting season. This formulation was the solution because the allocation of National Subsidized fertilizer is limited and there is a tendency which the farmer were over-use of fertilizer.

"We expect through this demonstration plot, the farmer will know the result directly, so that it can be adopted with other farmer," said Digna.

Besides use organic fertilizer, Petrokimia Gresik also encourages the NPK fertilizer use to fulfill the nutrient of plant. In this case is NPK Phonska Plus, the 25 kg retail non-subsidized fertilizer product which had been introduced by Petrokimia Gesik since 2016.

"Besides to fulfill the important nutrient such as Nitrogen, Phospor, Potassium and Sulfur, Phonska Plus also contains Zinc. This is a micro nutrient that is not in the subsidized NPK Phonska," explained Digna.

The addition of Zinc in Phonska Plus was based on the discovery of International Fertilizer Association (IFA) which states that the soil conditions in Indonesia are quite severe zinc deficiency.

"So, Phonska Plus is a solution for soil issues in Indonesia that we offer to the farmer. Not only increase the productivity, the NPK Phonska Plus use is can also to restore the Zinc which have been very minimal now," explained Digna.

NPK Phonska Plus also becomes an alternative for subsidized NPK fertilizer, remembering the allocation of subsidized fertilizer on 2019 less than 2018.

Stalls Appreciation to Increase the Realization

Same news different event, Petrokimia Gresik also held "Gebyar Petroganik" to appreciate official stalls in Central Lampung which able to realize redemption of organic subsidized fertilizer (Petroganic) according to target.

This event still related with the Petrokimia Gresik balanced fertilization campaign. But, at this time was focused on official stalls as one of Petrokimia Gresik frontliner that will have a direct communication with farmer.

“By this appreciation, official stalls will compete each other to give the highest redemption. To reach it, stalls will play active role in socialization of balanced fertilization to farmer, include socializing the benefit of organic fertilizer, so that the redemption will good,” said Digna after opened the event in Bukit Randu Hotel, Bandar Lampung, Tuesday (5/11).

Digna also said that her team also gave socialization to 19 partners of Petroganik around Sumatera (Lampung, Bengkulu, South Sumatera, North Sumatera, and Aceh). This event aimed to strengthen the standardization of Petroganik fertilizer for the good service through quality product for farmer.

“Petrokimia Gresik now is doing the business transformation program which one of the focus is emphasizing on supervision and increasing the quality of Petroganik, so that with the maintained good quality, the farmer will get the benefit and keep being loyal to use Petroganik,” added Digna.

Petroganik fertilizer had been developed since 2004, as the respond for the result of the Bogor Land and Agro-climate Center (2003) which mentioned that the agriculture land in Indonesia contain C-organic concentration under 2%. But, in the reality the fertile land minimum contain C-organic as much as 5%. While Petroganik contain a concentration of C-organic minimum 15%, so that it is able to improve the physical, chemical, and soil structure.

“Petroganik has been trusted by government since 2008 as subsidized fertilizer. The present of Petroganik organic fertilizer becomes more relevant in the middle of an issue about the fertile of Indonesia land is decrease,” explained Digna.

On the next day, Wednesday (6/11) Petrokimia Gresik coordinated with head of warehouse and distribution center to ensure the distribution process of subsidized fertilizer in the season of October-March was running well appropriate with the principles of Six Rights (Prinsip Enam Tepat) which is Right Time, Right Place, Right Amount, Right Type, Right Quality, and Right Price.

“This activity is part of the supervision and anticipation of the potential misuse of the distribution of subsidized fertilizers. Therefore we want to ensure the distribution of subsidized fertilizer follow the principles of Six Rights, so that fertilizer can be available on line four or kiosks when farmer need it,” ended Digna.

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