

Agus Wicaksono 20230620001: Analisis Kelayakan Usaha Peternakan Sapi Perah Rakyat Strata 1 (Satu) Di Desa Galengdowo Kecamatan Wonosalam Kabupaten Jombang (Studi Kasus di Dusun Pengajaran Mitra UD. Saputra Jaya Pada Musim Kemarau). Dosen Pembimbing 1 : **Dr. Endang Sapta H.S, S.Pt., M.P.** dan Dosen Pembimbing 2 : **Nastiti Winahyu, S.E.,M.Si.**

RINGKASAN

Tujuan penelitian ini yaitu menganalisis aspek non finansial dan aspek finansial dari usaha peternakan sapi perah rakyat strata 1 (satu) di Desa Galengdowo Kecamatan Wonosalam Kabupaten Jombang (Studi Kasus di Dusun Pengajaran Mitra UD. Saputra Jaya Pada Musim Kemarau). Penelitian akan dilakukan di Dusun Pengajaran Desa Galengdowo Kecamatan Wonosalam Kabupaten Jombang Jawa Timur. Penelitian akan dilaksanakan selama 2 bulan mulai bulan Oktober - November 2023. Sampel yang digunakan adalah peternak sapi perah rakyat berjumlah 30 responden pada strata 1 (satu) mitra UD. Saputra Jaya di Dusun Pengajaran Desa Galengdowo Kecamatan Wonosalam Kabupaten Jombang.

Metode penelitian menggunakan studi kasus yaitu studi kasus observasi. Metode penentuan lokasi menggunakan metode *purposive sampling* dan *multistage sampling*. Metode penentuan sampling menggunakan total sampling yaitu pengambilan sampel secara keseluruhan. Metode pengambilan data menggunakan observasi, wawancara dan dokumentasi. Metode pengolahan data menggunakan matematis dan tanpa pengolahan. Analisis data menggunakan analisis deskriptif kualitatif.

Hasil penelitian pada aspek pasar dan pemasaran sudah mempertemukan produsen dan konsumen, produk utama yang dihasilkan yaitu susu segar sedangkan produk samping yaitu pedet dan sapi afkir. Harga susu segar yang diterima yaitu Rp. 7200 dan tempat transaksi dilakukan di *colling unit* UD. Saputra Jaya yang rata-rata jarak kandang dengan *colling unit* 211,67m dan membutuhkan waktu rata-rata 7 menit, promosi yang dilakukan peternak dengan mempertahankan kualitas susu dan menaati segala peraturan. Produksi susu sudah memenuhi standar yaitu 9,28 l/ekor/hari. Sumber daya manusia rata-rata jumlah anggota keluarga yaitu 3 orang dan rata-rata jumlah ternak 2,57 ekor. Umur peternak masuk dalam kategori produktif dengan rata-rata 46 tahun dan pengalaman beternak rata-rata 11 tahun. Pendidikan peternak yaitu sekolah dasar (SD): 30%, Sekolah Menengah Pertama (SMP): 26,67%, Sekolah Menengah Atas (SMA): 33,33% dan Perguruan Tinggi (PT) : 3%. Rata-rata peternak bergabung dengan UD. Saputra Jaya yaitu 6 tahun dan peternak mengetahui struktur lembaga.

Aspek zoonasi dan teknis: manajemen pemilihan bibit ditinjau dari postur tubuh yang ideal, puting dan ambing, sehat, tidak cacat. Manajemen pemeliharaan, kebersihan dilakukan 4 kali sehari dan pemerahan dilakukan 2 kali sehari. Rata-rata ukuran kandang yang digunakan peternak sapi perah mitra UD. Saputra Jaya dengan ukuran panjang kandang 782,83cm dan lebar 376,67cm. pemberian pakan konsentrat 5,31kg/ekor/hari, ampas tahu 2,63kg/ekor/hari dalam BK dan hijauan

33,5kg/ekor/hari. Frekuensi pemberian 2x sehari diberikan langsung dipalungan dan di bak. Rata-rata nilai S/C yaitu 3. Disinfeksi dilakukan rata-rata 2 bulan sekali. Semua peternak hasil penelitian menunjukkan sehat dan kebutuhan keluarga rata-rata Rp. 34.333/hari ditinjau dari konsumsi keluarga dan pendidikan. Semua rumah peternak layak karena sudah permanen dan tembok batu bata dan lantai keramik. Limbah berupa feses dan urin langsung masuk ke aliran sungai dan tidak ada protes dari masyarakat. Pemerintah setempat sudah menghimbau agar membuat biogas namun peternak terkendala tempat dan biaya. Peternak yang memiliki legalitas sebesar 66,67%. Biaya produksi usaha peternakan sapi perah Rp. 26.512.044,29/produksi. Penerimaan peternak sebesar Rp. 52.381.920 ditinjau dari jumlah susu. Pendapatan peternak sebesar Rp. 25.869.875. Break Event Point unit sebesar 3682,23l/produksi sedangkan break event point harga sebesar Rp. 3.644. Ratio Revenue per-cost yaitu 2,01.

Berdasarkan hasil penelitian dapat disimpulkan bahwa usaha peternakan sapi perah rakyat strata 1 (satu) di Desa Galengdowo Kecamatan Wonosalam Kabupaten Jombang (Studi Kasus di Dusun Pengajaran Mitra UD. Saputra Jaya Pada Musim Kemarau) dinilai layak. Kelayakan usaha tersebut ditinjau dari aspek pasar pemasaran, zoonasi dan teknis, SDM dan kelembagaan, hukum/legalitas, sosial ekonomi. Namun, dari aspek lingkungan usaha peternakan sapi perah belum memenuhi standar.

Agus Wicaksono 20230620001: Feasibility Analysis of Strata 1 (One) People's Dairy Farming Business in Galengdowo Village, Wonosalam District, Jombang Regency (Case Study in Mitra UD. Saputra Jaya Teaching Hamlet in the Dry Season). Supervisor 1: Dr. Endang Sapta H.S, S.Pt., M.P. and Supervisor 2: Nastiti Winahyu, S.E., M.Si.

SUMMARY

The aim of this research is to analyze the non-financial aspects and financial aspects of the strata 1 (one) people's dairy farming business in Galengdowo Village, Wonosalam District, Jombang Regency (Case Study in Mitra UD. Saputra Jaya Teaching Hamlet in the Dry Season). The research will be conducted in the Teaching Hamlet of Galengdowo Village, Wonosalam District, Jombang Regency, East Java. The research will be carried out for 2 months starting from October - November 2023. The sample used is 30 respondents from community dairy farmers in strata 1 (one) of UD partners. Saputra Jaya in Teaching Hamlet, Galengdowo Village, Wonosalam District, Jombang Regency.

The research method uses a case study, namely an observational case study. The location determination method uses purposive sampling and multistage sampling. The sampling method uses total sampling, namely taking the entire sample. The data collection method uses observation, interviews and documentation. The data processing method uses mathematics and without processing. Data analysis uses qualitative descriptive analysis.

The results of research on market and marketing aspects have brought together producers and consumers. The main product produced is fresh milk, while the side products are calves and cull cows. The price of fresh milk received is Rp. 7200 and the transaction location is at the UD colling unit. Saputra Jaya, where the average distance between the cage and the colling unit is 211.67m and takes an average of 7 minutes, promotions are carried out by farmers by maintaining milk quality and complying with all regulations. Milk production has met the standard, namely 9.28 l/cow/day. For human resources, the average number of family members is 3 people and the average number of livestock is 2.57 heads. The age of breeders is in the productive category with an average of 46 years and an average of 11 years of farming experience. Breeders' education is elementary school (SD): 30%, junior high school (SMP): 26.67%, senior high school (SMA): 33.33% and tertiary institution (PT): 3%. On average, breeders join UD. Saputra Jaya is 6 years old and breeders know the institutional structure.

Zoonation and technical aspects: seed selection management in terms of ideal body posture, teats and udders, healthy, without defects. Maintenance management, cleaning is done 4 times a day and milking is done 2 times a day. Average cage size used by UD partner dairy farmers. Saputra Jaya with a cage length of 782.83cm and width of 376.67cm. feeding concentrate 5.31kg/head/day, tofu dregs 2.63kg/head/day in BK and forage 33.5kg/head/day. The frequency of administration is 2 times a day, given directly in the manger and in the tub. The average S/C value is 3. Disinfection is carried out on average once every 2 months.

All research results show that all breeders are healthy and the family needs an average of Rp. 34,333/day in terms of family consumption and education. All breeder houses are suitable because they are permanent and have brick walls and ceramic floors. Waste in the form of feces and urine goes directly into the river and there is no protest from the community. The local government has encouraged people to make biogas, but farmers are constrained by space and costs. Breeders whose legality is 66.67%. The production costs of a dairy farming business are Rp. 26,512,044.29/production. The farmer's income is IDR. 52,381,920 in terms of the amount of milk. The farmer's income is IDR. 25,869,875. The Break Event Point unit is 3682.23l/production while the break event point price is IDR. 3,644. The Revenue per-cost ratio is 2.01.

Based on the research results, it can be concluded that the strata 1 (one) people's dairy farming business in Galengdowo Village, Wonosalam District, Jombang Regency (Case Study in the Mitra UD. Saputra Jaya Teaching Hamlet in the Dry Season) is considered feasible. The feasibility of the business is reviewed from the market, marketing, zoonization and technical aspects, human resources and institutions, law/legality, socio-economics. However, from an environmental aspect, dairy farming does not meet standards.