

## **ABSTRACT**

### **ANALYSIS OF PRODUCTION EFFICIENCY, RISK, AND BUSINESS SALES OF BEEF CATTLE FATTENING (CASE STUDY AT PT. SA IN CENTRAL LAMPUNG REGENCY, PROVINCE OF LAMPUNG)**

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*This study aims to assess: ( 1 ) analyze the factors that influence the production of beef cattle , condition scale of its business , and the level of efficiency of production processes in fattening beef cattle in PT . SA Central Lampung ( 2 ) Determine the risk of fattening beef cattle males and females in PT . SA Lampung Tenga ( 3 ) Knowing the amount of cost of sales for the company beef feedlot produces gain on sale ( 4 ) Analyze efforts should be made to beef sales prices stable and affordable to the public*

*Research conducted at PT . SA District of Anak Tuha as beef production center in Central Lampung regency in August-December 2014. The samples was 70 bulls and 70 cows were taken randomly. Data analysis method used is descriptive analysis and quantitative analysis . Quantitative analysis is used to calculate the factors of production , the production, the price of production , and production risk and price risk . The model used in this Penetian is cobb douglas production function and the coefficient of variation ( CV ) .*

*The results showed that: (1) The factors that significantly affect the production of bulls and cows are feed production discharge, mix feed, vaccines, and labor. Technically, bulls and cows have not been efficiently and economically feed mix and vaccines in the bulls have been efficient, while the cows vaccines and labor is efficient. Scale production enterprises bulls and cows on the condition increasing returns to scale. (2) There is a noticeable difference in production risk and price risk bull beef and beef females, where the risks faced by the company in the production of bull beef is greater than production beef females, while the females beef price risk is greater than the risk of the price of beef bulls. (3) Cost of goods sold on beef steers gained Rp. 13.268.010,23 head live weight and meat cows Rp. 11.847.909,68 head live weight, the difference in cost of sales of beef because beef carcass jantal better than cows. (4) Efforts are being made to stabilize the beef in the State, namely the national stock enough beef, beef trade system smoothly, and operation of the beef market by Bulog.*

*Keywords : Efficiency production , risk , cost of sales , beef cattle*