

## **ABSTRAK**

### **ANALISIS SISTEM AGRIBISNIS AYAM KALKUN DI DESA SUKOHARJO 1 KABUPATEN PRINGSEWU PROVINSI LAMPUNG**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui penyediaan sarana produksi, keuntungan, nilai tambah produk olahan (sate, bakso dan nugget kalkun), bauran dan saluran pemasaran serta lembaga penunjang yang mendukung usaha ternak kalkun. Penelitian dilaksanakan di Rumah Kalkun Mitra Alam di Kecamatan Sukoharjo Kabupaten Pringsewu. Penelitian ini merupakan studi kasus yang pengambilan datanya dilakukan pada bulan April - Juni 2015. Data pengadaan sarana produksi, pemasaran dan jasa lembaga penunjang dianalisis secara deskriptif kualitatif. Untuk menghitung keuntungan dan nilai tambah (Metode Hayami) dilakukan analisis deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa kecuali obat-obatan yang diperoleh dengan cara membeli, seluruh sarana produksi merupakan hasil produksi sendiri, yaitu kandang, bibit, pakan. Keuntungan yang didapat dari usaha ternak kalkun selama satu kali produksi sebesar Rp29.702.167,00 dengan R/C atas biaya tunai sebesar 1,76 dan R/C atas biaya total sebesar 1,70. Nilai tambah untuk produk olahan (sate, bakso dan nugget) adalah positif, rasio nilai tambah tertinggi terdapat pada produk bakso kalkun sebesar 86,78%. Pemasaran karkas dan bibit kalkun memiliki dua saluran pemasaran yaitu, produsen ke konsumen dan dari produsen ke pedagang pengecer lalu ke konsumen, sedangkan pemasaran produk olahan kalkun hanya satu saluran yaitu dari produsen ke konsumen. Lembaga penunjang yang mendukung pengembangan usaha ternak kalkun adalah transportasi dan sistem informasi

Kata kunci: ayam kalkun, sistem agribisnis

## **ABSTRACT**

### **AGRIBUSINESS SYSTEM OF TURKEY AT SUKOHARJO VILLAGE, PRINGSEWU DISTRICT OF LAMPUNG PROVINCE**

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This study aims to know the supply of production facilities, profits, added value of turkey products (sate, meatballs and nuggets), marketing mix and marketing channels in addition to supporting institutions of turkey farming. This study was conducted at Mitra Alam Turkey Farming House in Sukoharjo Village Pringsewu District. The data was collected in April - June 2015 using the case study method. The data of supply system of production facilities, marketing and services supporting institutions was analyzed by qualitative descriptive analysis. The profits and added value (Hayami Method) was analyzed by quantitative descriptive analysis. The results showed that almost all of the production facilities, consisted of cages, seed and feed, were own production; while drugs were obtained by purchasing. The profit of turkey farming for one production was Rp29,702,167.00 with R/C in cash costs was 1.76 and R/C on total cost was 1.70. The added value of turkey products (sate, meatballs and nuggets) was positive; the highest added value ratio was turkey meatballs in which ratio was 86.78%. Marketing turkey carcass and seedlings have two marketing channels, first from the producer to the consumer and secondly from producers to retailers and then to consumers; whereas, the marketing of processed turkey products has only one channel, from producers to consumers. Supporting institutions that support the development of livestock enterprises turkey is transportation and information system.

Keywords: agribusiness system, turkey