

ABSTRAK

ANALISIS KELAYAKAN DAN STRATEGI PENGELOLAAN RUMAH POTONG HEWAN DI KOTA METRO LAMPUNG

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Rumah Potong Hewan harus memenuhi standar kelayakan yang ditetapkan oleh pemerintah, diantaranya aspek teknis, teknologi, lingkungan dan kelayakan finansial. Tujuan penelitian ini adalah menilai layak atau tidak layaknya rumah potong hewan di Kota Metro dari aspek teknis, teknologi dan lingkungan, mengetahui biaya dalam proses pengelolaan RPH dan menentukan strategi pengelolaan rumah potong hewan.

Metode penelitian yang dilakukan yaitu metode survei untuk mengetahui layak atau tidak layaknya RPH, metode analisis finansial menggunakan kriteria investasi yaitu NPV, IRR, Net B/C, PP dan analisis sensitivitas. Metode SWOT digunakan dalam strategi pengelolaan..

Hasil penelitian ini menunjukkan bahwa : (1) RPH layak dari aspek teknis, teknologi dan lingkungan berdasarkan Peraturan Kementerian Pertanian Republik Indonesia No.13/Permentan/Ot.140/1/2010, (2) usaha RPH layak secara finansial yaitu NPV Rp.98.734.609,26, IRR 14,26%, Net B/C 1,09 dan PP 5,93 tahun jika diasumsikan retribusi pemotongan Rp.50.000/pemotongan dan jumlah pemotongan 18 ekor/hari, (3) strategi pengelolaan merekomendasikan untuk meningkatkan pengetahuan dan kedisiplinan dalam proses pemotongan di RPH; meningkatkan profesionalisme pegawai RPH; meningkatkan kesadaran masyarakat khususnya pedagang sapi untuk memotong ternaknya di RPH.

Kesimpulannya RPH di Kota Metro layak beroperasi berdasarkan peraturan Menteri Pertanian Republik Indonesia No.13/Permentan/Ot.140/1/2010, layak dalam aspek finansial dengan asumsi, dan menerapkan strategi pengelolaan menggunakan analisis SWOT.

Kata kunci : Rumah potong hewan, Analisis kelayakan, Startegi pengelolaan

ABSTRACT

FEASIBILITY ANALYSIS AND MANAGEMENT STRATEGY SLAUGHTER HOUSE IN METRO CITY LAMPUNG.

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The slaughter house must meet certain requirements that set by the government, including technique, technology, environment, and financial aspect. The research aims were evaluate the feasibility of slaughter house in Metro City including technique, technology, and environmental aspect, to find out the cost of slaughter house management process, and to determine the strategy of slaughtering management.

The research methods were survey method for the feasibility study; financial analysis method for invesment criterias including NPV, IRR, Net B/C, PP and sensitivity analysis and SWOT analysis for strategy development.

The results were: 1) The slaughter house was feasible in technique, technology and environment aspect follower on Ministry Regulation of Agriculture of the Republic of Indonesia No.13/Permentan/Ot.140/1/2010 about the slaughter house; 2) The slaughter house was feasible in financial approach NPV Rp.98.734.609,26, IRR 14,26%, Net B/C 1,09 and PP 5,93 years if the slaughter retribution was assumed Rp.50.000/slaughter and 18 animals/day; 3) Management strategy was recomendated to increase the knowledge and dicipline in slaughtering process at the slaughter house, to increase the profesionality of the employees, and to increase the awareness of people especially the cattle sellers to slaughter theirs in slaughter house.

Conclusion, slaughter house in Metro City was feasible for operation followed the goverment regulation No13/Permentan/Ot.140/1/2010; was feasible in term of financial aspect within asumption, and applied strategic management by the use of SWOT analysis.

Keywords : Slaughter house, Feasibility analysis, Management strategy.