

ABSTRACT

BUSINESS ANALYSIS AND DEVELOPMENT STRATEGY OF LAYER CHICKENS FARMING IN GADINGREJO SUBDISTRICT OF PRINGSEWU REGENCY

By

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The research aims to determine the feasible, sensitivity and the position of the business strategy of layer chickens farming. The research method used was case study method. This research was conducted at layer chickens farming on Gadingrejo Subdistrict of Pringsewu District which has been chosen purposively. Data of this research was collected in Desember 2016. Respondents were three farmers consist of large scale, medium scale, and small scale farmers. The data analysis method used was financial analysis, sensitivity analysis, and SWOT analysis. The results showed that the large scale, medium scale, and small scale of layer chickens farming business were feasible and profitable to be developed and sensitive to increased feed cost and vaccine cost, and decreased egg price. The business was in quadrant I with aggressive growth strategy.

Key words : Development strategy, financial analysis, layer chickens

ABSTRAK

ANALISIS USAHA DAN STRATEGI PENGEMBANGAN TERNAK AYAM RAS PETELUR DI KECAMATAN GADINGREJO KABUPATEN PRINGSEWU

Oleh

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Penelitian ini bertujuan untuk mengetahui kelayakan, sensitivitas, dan posisi strategi usaha ternak ayam ras petelur. Metode penelitian yang digunakan adalah studi kasus. Lokasi penelitian ditentukan secara sengaja (purposive). Data penelitian dikumpulkan pada bulan Desember 2016. Responden adalah tiga peternak dengan skala besar, skala menengah, dan skala kecil. Data dianalisis menggunakan analisis finansial, analisis sensitivitas, dan analisis SWOT. Hasil penelitian menunjukkan bahwa usaha ternak ayam ras petelur skala besar, skala menengah, dan skala kecil adalah layak dan menguntungkan untuk dikembangkan dan sensitif terhadap kenaikan biaya pakan, kenaikan biaya vaksin, dan penurunan harga jual telur. Usaha ternak ayam ras petelur berada pada kuadran I dengan strategi pertumbuhan secara agresif.

Kata kunci : analisis finansial, ayam ras petelur, strategi pengembangan