

ABSTRACT

FINANCIAL FEASIBILITY ANALYSIS, ADDED VALUE, AND DEVELOPMENT STRATEGY OF DAIRY CATTLE BUSINESS AT NEANG MukTI GROUP IN AIR NANINGAN SUBDISTRICT, TANGGAMUS REGENCY

By

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This study aims to analyze the financial feasibility, value added of pasteurized milk, and development strategy of dairy cattle business. The research is conducted at Neang Mukti Group in Air Kubang Village, Air Naningan Subdistrict, Tanggamus Regency, with case study method and purposively determined. The financial analysis is performed using five investment criterias consisting of Net Present Value (NPV), (Net B/C), Gross B/C, Internal Rate of Return (IRR), and payback period. In addition, business sensitivity analysis is also conducted due to the decrease of milk sales volume and the increase of grass feed cost. The value added analysis of pasteurized milk uses Hayami method. Furthermore, the analysis of development strategy and determining priority strategy are obtained using Strengths Weaknesses Opportunities Threats (SWOT) analysis and by Quantitative Strategic Planning Matrix (QSPM) analysis, respectively. The result of this research shows that the dairy cattle business is feasible to proceed by NPV of Rp 645.386.777,95, Net B/C of 1,50, Gross B/C of 1,24, IRR of 17,86 percent, and payback period of 7,50. However, this business is sensitive to the decrease of milk sales volume and the increase of grass feed cost. It is also shown that the pasteurized milk processing business produces positive added value of Rp1,811.62. Finally, the strategies that can be used to develop the dairy cattle business of Neang Mukti Group are (a) to increase the capital by lending to the bank in order to increase the scale of business, (b) to increase the dairy cattle productivity, and (c) to cooperate with the dairy cooperative or milk processing industry as the raw material supplier.

Keywords: added value, dairy cattle, development strategy, financial, QSPM

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL, NILAI TAMBAH DAN STRATEGI PENGEMBANGAN USAHA TERNAK SAPI PERAH KELOMPOK TANI NEANG MUKTI DI KECAMATAN AIR NANINGAN KABUPATEN TANGGAMUS

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Penelitian ini bertujuan untuk menganalisis kelayakan finansial, nilai tambah susu pasteurisasi dan strategi pengembangan usaha ternak sapi perah. Penelitian dilakukan pada Kelompok Tani Neang Mukti di Desa Air Kubang, Kecamatan Air Nainingan, Kabupaten Tanggamus dengan metode studi kasus dan ditentukan secara sengaja (*purposive*). Analisis finansial dilakukan dengan menggunakan lima kriteria investasi yang terdiri dari NPV, *Net B/C*, *Gross B/C*, IRR dan *Payback Period*. Selain itu, dilakukan analisis sensitivitas usaha akibat adanya penurunan volume penjualan susu dan kenaikan biaya pakan rumput. Analisis nilai tambah pengolahan susu pasteurisasi dihitung menggunakan metode Hayami. Analisis strategi pengembangan didapatkan dengan menggunakan analisis SWOT serta penentuan strategi prioritas dengan analisis QSPM (*Quantitative Strategy Planning Matrix*). Hasil penelitian menunjukkan bahwa: (1) usaha ternak layak untuk dijalankan dengan NPV Rp645.386.777,95, *Net B/C* 1,50, *Gross B/C* 1,24, IRR 17,86 persen dan *Payback Period* 7,50. Usaha ini sensitif terhadap penurunan volume penjualan susu dan kenaikan biaya pakan rumput. (2) usaha pengolahan susu pasteurisasi menghasilkan nilai tambah positif sebesar Rp1.811,62. (3) strategi yang dapat digunakan untuk mengembangkan usaha ternak Kelompok Tani Neang Mukti adalah (a) menambah modal dengan melakukan pinjaman ke bank dalam rangka peningkatan skala usaha, (b) meningkatkan produktivitas sapi perah, dan (c) melakukan kerjasama dengan koperasi susu atau industri pengolahan susu sebagai pemasok bahan baku.

Kata kunci: finansial, nilai tambah, QSPM, sapi perah, strategi pengembangan