

## **ABSTRACT**

### **ANALYSIS OF GOAT LIVESTOCK AGRIBUSINESS SYSTEM (Case Study on Prima Aqiqah Farm in The City of Bandar Lampung)**

**By**

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This research aims to analyze procurement system of production facilities that are appropriate to six preciseness (on time, place, quality, quantity, type and price), income from the goat livestock business, added value of goat processed products, the marketing channels of goat livestock, and supporting services for goat farming. This research uses case study method carried out at Prima Aqiqah Farm in Bandar Lampung City. This location is chosen purposively as consideration that Prima Aqiqah Farm is a goat breeding business that has processed goat products. Data was collected on April—May 2017 and analyzed using a qualitative and quantitative descriptive analysis. The result of this research shows that the procurement of production facilities for the goat farm business at Prima Aqiqah Farm has fulfilled of six preciseness. The goat of Prima Aqiqah Farm is profitable and feasible because R/C (Revenue Cost) ratio value  $\geq 1$ . Therefore, processed products at Prima Aqiqah Farm have positive added value. The marketing channel for goat's livestock products has two marketing channels, namely direct marketing channels to consumers and indirect. While processed products only have one marketing channel which is a direct marketing channel to consumers. Supporting service institutions that support the business activities of goats are financial institutions, transportation facilities, and information and communication technologies that provide benefits for Prima Aqiqah Farm.

Key words : agribusiness system, aqiqah, goat

## **ABSTRAK**

### **ANALISIS SISTEM AGRIBISNIS TERNAK KAMBING (Studi Kasus pada Usaha Peternakan Prima Aqiqah di Kota Bandar Lampung)**

**Oleh**

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Penelitian ini bertujuan untuk menganalisis sistem pengadaan sarana produksi yang sesuai dengan enam tepat (tepat waktu, tempat, kualitas, kuantitas, jenis dan harga), pendapatan usaha ternak kambing, nilai tambah produk olahan kambing, saluran pemasaran ternak kambing, dan jasa layanan pendukung terhadap usaha ternak kambing. Penelitian ini menggunakan metode studi kasus yang dilakukan pada Peternakan Prima Aqiqah di Kota Bandar Lampung yang ditentukan secara sengaja (*purposive*) dengan pertimbangan Peternakan Prima Aqiqah merupakan usaha peternakan kambing yang memiliki produk olahan kambing. Pengambilan data dilakukan pada April-Mei 2017. Data dianalisis menggunakan analisis deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa pengadaan sarana produksi usaha peternakan kambing di Peternakan Prima Aqiqah sudah memenuhi enam tepat. Usaha peternakan kambing di Peternakan Prima Aqiqah menguntungkan dan layak untuk diusahakan karena memiliki nilai R/C rasio  $> 1$ . Produk olahan di Peternakan Prima Aqiqah memiliki nilai tambah yang positif. Saluran pemasaran produk hewan ternak kambing memiliki dua saluran pemasaran yaitu saluran pemasaran langsung ke konsumen dan tidak langsung. Produk olahan hanya memiliki satu saluran pemasaran yakni saluran pemasaran langsung ke konsumen. Lembaga jasa layanan pendukung yang menunjang kegiatan usaha ternak kambing adalah lembaga keuangan, sarana transportasi, dan teknologi informasi dan komunikasi yang memberikan manfaat bagi Peternakan Prima Aqiqah.

Kata kunci : aqiqah, kambing, sistem agribisnis