

ABSTRACT

AGRIBUSINESS ANALYSIS SYSTEM OF CATTLE LIVESTOCK (INTEGRATION OF RICE CROP- CATTLE LIVESTOCK) IN SEPUTIH BANYAK MIDDLE DISTRICT OF LAMPUNG

by

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This study examined of cattle agribusiness systems (integration of rice crop-cattle), including : (1) production factor subsystem, (2) production subsystem, (3) marketing subsystem, and (4) supporting institutions subsystem. This study was conducted in Seputih Banyak, a production center of cattle-livestock in Lampung Province. The data excluded in September and October 2013. The total number of Respondents were 72 farmers using simple random sampling. The study applied farm economic analysis, marketing and value chain analysis, and simple comparation profit-margin ratio in each marketing channel. The results showed that (1) the provision of production factor was runing well, although the nature was simple and traditional; (2) the integration of rice crop-cattle livestock provided adequate profits and increase farm income up to 14.20% compared to stand alone cattle livestock farms. The contribution of cattle to farm income is 54.04% and the livestock cattle farm could be categorized as semi-commercial agribusiness; (3) the structure of cattle marketing was oligopsonistic and not efficient, showed by unequal distribution of marketing margin, and (4) the supporting institutions that play important roles in cattle-livestock farm are farmers groups and local livestock service.

Key words: cattle livestock farms, integration of rice crop-cattle livestock, and system agribusiness