

ABSTRACT

ANALYSIS OF LAYER LIVESTOCK AGRIBUSINESS SYSTEM IN LAMPUNG SELATAN DISTRICT

By

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This study aims to analyze the procurement of production facilities, analyze the advantages and feasibility of laying hens farms in South Lampung Regency, analyze the egg marketing system and determine the supporting services that play a role in the development of laying hens farms in South Lampung Regency. Respondents were taken as many as two samples who were the owners of laying hens, namely the owner of Ariyanto Farm (AF) in Jati Agung District, South Lampung Regency and the owner of Perengan Farm (PF) in Tanjung Bintang District, South Lampung Regency. The research was conducted in December 2019 – February 2020. The research method used is a *comparative study* method. This study will compare the laying hens farm Ariyanto *Farm* (AF) with the laying hens farm Perengan *Farm* (PF). The research data were analyzed descriptively qualitatively and quantitatively. The results showed that: (1) Procurement of production facilities in the form of laying hens, feed, and vaccines at the Ariyanto Farm and Perengan Farm livestock businesses had fulfilled the 6 elements correctly (right quantity, right type, right price, right quality, right place, and on time). (2) Analysis of profitability and business feasibility in both laying hens business shows that it is profitable and feasible to develop. (3) The marketing mix of laying hens Ariyanto Farm and Perengan Farm has implemented a marketing mix (4P), *Product*, *Price*, *Place*, and *Promotion*. (4) Supporting services in the laying hens business of Ariyanto Farm (AF) and Perengan Farm (PF) are banks, the National Laying Pinsar of Lampung Province, and the Central Government.

Keywords: profit, laying, agribusiness system

ABSTRAK

ANALISIS SISTEM AGRIBISNIS TERNAK AYAM RAS PETELUR DI KABUPATEN LAMPUNG SELATAN

Oleh

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Penelitian ini bertujuan untuk menganalisis pengadaan sarana produksi, menganalisis keuntungan dan kelayakan peternakan ayam ras petelur di Kabupaten Lampung Selatan, menganalisis sistem pemasaran telur dan mengetahui jasa layanan pendukung yang berperan dalam pengembangan usaha peternakan ayam ras petelur di Kabupaten Lampung Selatan. Responden diambil sebanyak dua sampel yang merupakan pemilik peternakan ayam ras petelur yaitu pemilik Ariyanto Farm (AF) di Kecamatan Jati Agung Kabupaten Lampung Selatan dan pemilik Perengan Farm (PF) di Kecamatan Tanjung Bintang Kabupaten Lampung Selatan. Penelitian dilakukan pada bulan Desember 2019 – Februari 2020. Metode penelitian yang digunakan adalah metode studi perbandingan atau *comparative study*. Penelitian ini akan membandingkan antara peternakan ayam ras petelur Ariyanto Farm (AF) dengan peternakan ayam ras petelur Perengan Farm (PF). Data penelitian dianalisis secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa : (1) Pengadaan sarana produksi berupa bibit ayam ras petelur, pakan, dan vaksin pada usaha ternak Ariyanto Farm dan Perengan Farm telah memenuhi unsur 6 tepat (tepat jumlah, tepat jenis, tepat harga, tepat mutu, tepat tempat, dan tepat waktu). (2) Analisis keuntungan dan kelayakan usaha di kedua usaha ternak ayam ras petelur menunjukkan bahwa menguntungkan dan layak untuk dikembangkan. (3) Bauran pemasaran usaha ternak ayam ras petelur Ariyanto Farm dan Perengan Farm telah menerapkan bauran pemasaran (4P), *Product, Price, Place, dan Promotion*. (4) Jasa layanan penunjang di usaha ternak ayam ras petelur Ariyanto Farm (AF) dan Perengan Farm (PF) adalah bank, Pinsar Petelur Nasional Provinsi Lampung, dan Pemerintah Pusat.

Kata Kunci : keuntungan, petelur, sistem agribisnis