

ABSTRAK

DAMPAK KEMITRAAN USAHA PETERNAKAN AYAM RAS PEDAGING TERHADAP BIAYA PRODUKSI DAN PENDAPATAN DI KOTA METRO

Oleh

Nia Okta Sari

Penelitian ini bertujuan untuk menganalisis pola kemitraan, faktor-faktor pendorong kemitraan dan dampak kemitraan terhadap usaha peternakan ayam ras pedaging di Kota Metro. Lokasi penelitian ditentukan secara *purposive* di Kota Metro. Metode yang digunakan adalah metode survei dengan jumlah sampel adalah 59 orang diperoleh menggunakan *purposive* sampling. Data dianalisis menggunakan analisis deskriptif, *binary logistic regression* dan *independent sample t test*. Hasil penelitian menunjukkan pola kemitraan yang dijalankan oleh peternak mitra ayam ras pedaging di Kota Metro adalah pola inti plasma. Faktor-faktor pendorong peternak mitra melakukan kemitraan adalah motivasi keterbatasan modal, motivasi jaminan pasar, motivasi jaminan harga dan motivasi pendapatan tinggi. Kemitraan pada usaha peternakan ayam ras pedaging di Kota Metro berdampak positif terhadap pendapatan dan biaya produksi yang lebih efisien.

Kata kunci: ayam ras pedaging, dampak kemitraan, pendapatan

ABSTRACT

IMPACT OF BROILER CHICKEN FARMING BUSINESS PARTNERSHIP ON PRODUCTION COSTS AND INCOME IN METRO CITY

By

Nia Okta Sari

The research aimed to determine the partnership pattern, the driving factors of partnership and the impact of partnership on broiler chicken farming business in Metro City. The research location was determined purposively in Metro City. The research was conducted by survey with 59 people as samples by purposive sampling technique. The data was analyzed by descriptive analysis, binary logistic regression and independent sample t test. The result showed that the pattern partnership of breeder partners in Metro City was a plasma core partner. The driving factors of broiler breeder partners were doing partnership were capital availability motivation, market guarantee motivation, price guarantee motivation and high income motivation. Partnership on broiler chicken farming business in Metro city gave a positive impact to income and more efficient production costs.

Keywords: broiler chicken, income, partnership impact