

ABSTRACT

PERFORMANCE OF CATTLE FATTENING AGRIBUSINESS SYSTEM IN ADIREJO VILLAGE, TERBANGGI BESAR SUB-DISTRICT CENTRAL LAMPUNG DISTRICT (CASE STUDY AT PT INDO PRIMA BEEF)

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This study aims to analyze the performance of the production facilities supply subsystem, the performance of the cultivation subsystem and business income, the performance of the marketing subsystem, the performance of the supporting service subsystem, and the performance of the agribusiness system as a whole in the beef cattle fattening business of PT Indo Prima Beef. The research method used a case study method conducted at PT Indo Prima Beef in Terbanggi Besar District, Central Lampung Regency. The research location was selected purposively. Data collection time was conducted in November-December 2022. Data were analyzed using qualitative and quantitative descriptive analysis. The results showed that the performance of the production facilities supply subsystem was good, as seen from the agribusiness index analysis and the six right analysis. However, there are still shortcomings, namely in locations close to settlements, feed is not in the right place, labor is not the right type, quality and quantity. The performance of the cultivation subsystem is good and feasible to cultivate because it has an R/C ratio value > 1, but currently PT Indo Prima Beef does not conduct mating with artificial insemination. The performance of the marketing subsystem is good as seen from the agribusiness index analysis and 4p analysis. Beef cattle marketing channels include wholesalers (abattoirs), retailers, and consumers. Beef cattle marketing is conducted in Lampung Province and outside Lampung Province. The performance of the supporting service subsystem is good, the services utilized by PT Indo Prima Beef are financial institutions, research institutions, government policies, transportation facilities, communication and information technology facilities, and shops providing production facilities. Overall, the performance of the agribusiness system of beef cattle fattening business at PT IPB has been running well with a weighted agribusiness index of 81.51%.

Keywords: Performance, agribusiness system, beef cattle

ABSTRAK

KINERJA SISTEM AGRIBISNIS USAHA PENGGEMUKAN SAPI DI DESA ADIREJO KECAMATAN TERBANGGI BESAR KABUPATEN LAMPUNG TENGAH (STUDI KASUS DI PT INDO PRIMA BEEF)

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Penelitian ini bertujuan untuk menganalisis kinerja subsistem penyediaan sarana produksi, kinerja subsistem budidaya dan pendapatan usaha, kinerja subsistem pemasaran, kinerja subsistem jasa layanan penunjang, dan kinerja sistem agribisnis secara keseluruhan pada usaha penggemukan sapi potong PT Indo Prima Beef. Metode penelitian adalah studi kasus yang dilakukan pada PT Indo Prima Beef di Kecamatan Terbanggi Besar, Kabupaten Lampung Tengah. Pemilihan lokasi penelitian dilakukan secara sengaja (*purposive*). Waktu pengambilan data dilakukan pada November-Desember 2022. Data dianalisis menggunakan analisis deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan kinerja subsistem penyediaan sarana produksi telah baik, dilihat dari analisis indeks agribisnis dan analisis enam tepat, lalu dapat diketahui bahwa masih terdapat kekurangan yaitu pada lokasi yang dekat dengan pemukiman, pakan tidak tepat tempat, tenaga kerja tidak tepat jenis, kualitas dan kuantitas. Kinerja subsistem budidaya telah baik dan layak untuk diusahakan karena memiliki nilai R/C rasio > 1 , saat ini PT Indo Prima Beef tidak melakukan perkawinan dengan inseminasi buatan. Kinerja subsistem pemasaran telah baik dilihat dari analisis indeks agribisnis dan analisis 4P. Saluran pemasaran sapi potong yaitu pedagang besar yang menyediakan rumah potong hewan, pedagang pengecer, dan konsumen. Pemasaran sapi potong dilakukan di Provinsi Lampung dan di luar Provinsi Lampung. Kinerja subsistem jasa layanan penunjang telah baik, jasa layanan yang dimanfaatkan oleh PT Indo Prima Beef yaitu lembaga keuangan, lembaga penelitian, kebijakan pemerintah, sarana transportasi, sarana teknologi komunikasi dan informasi, dan toko penyedia sarana produksi. Secara keseluruhan, kinerja sistem agribisnis usaha penggemukan sapi potong di PT IPB telah berjalan baik dengan indeks agribisnis tertimbang sebesar 81,51%.

Kata Kunci : Kinerja, sapi potong, sistem agribisnis.