

ABSTRACT

EXTERNALITY ANALYSIS OF LAYER CHICKEN FARMING BUSINESS IN THE VILLAGE OF GADINGREJO UTARA SUB-DISTRICT GADINGREJO PRINGSEWU DISTRICT

By

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This study aims to analyze income without considering externalities as well as considering externalities and analyzing the externalities of laying hen farming businesses in Gadingrejo Utara Village, Gadingrejo District, Pringsewu Regency. The study respondents were 6 farming businesses and 54 people living around the farms who felt the externalities. Data collection was conducted in March 2025. The analytical methods used include quantitative descriptive analysis to analyze farm income, analyze external cost, analyze externalities on the community from social, economic, and environmental aspects, and the Contingent Valuation Method (CVM) to calculate WTP and WTA values. The research results show that the income obtained by the laying hen farming business in Gadingrejo Utara Village without considering external costs is IDR310,203,850.34/production. Meanwhile, the income obtained by the laying hen farming business in Gadingrejo Utara Village after accounting for external costs is IDR308,723,114.23 per production. The WTP cost obtained is IDR2,747,631 per production. The WTA cost obtained is IDR541,074.07 per production. Positive externalities from the presence of layer chicken farming include easier access to eggs and meat, increased consumption and purchasing power of the community regarding eggs and meat, and the opening of new business opportunities. Negative externalities from layer chicken farming include the community feeling uncomfortable with the waste produced by the farm and the community experiencing headaches and nausea.

Keywords: Externalities, income, laying hens, WTP, WTA

ABSTRAK

ANALISIS EKSTERNALITAS USAHA PETERNAKAN AYAM RAS PETELUR DI DESA GADINGREJO UTARA KECAMATAN GADINGREJO KABUPATEN PRINGSEWU

Oleh

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Penelitian ini bertujuan untuk menganalisis pendapatan tanpa memperhitungkan eksternalitas serta dengan memperhitungkan eksternalitas dan menganalisis eksternalitas usaha peternakan ayam ras petelur di Desa Gadingrejo Utara Kecamatan Gadingrejo Kabupaten Pringsewu. Responden penelitian 6 usaha peternakan dan 54 masyarakat sekitar peternakan yang merasakan eksternalitas. Pengumpulan data dilakukan pada bulan Maret 2025. Metode analisis yang digunakan yaitu deskriptif kuantitatif untuk menganalisis pendapatan usaha peternakan, menganalisis biaya eksternalitas, menganalisis eksternalitas terhadap masyarakat dari aspek sosial, ekonomi, serta lingkungan, dan *Contingent Valuation Method* (CVM) untuk menghitung nilai WTP dan WTA. Hasil penelitian menunjukkan pendapatan yang diperoleh usaha peternakan ayam ras petelur di Desa Gadingrejo Utara tanpa memperhitungkan biaya eksternalitas sebesar Rp310.203.850,34/produksi. sedangkan pendapatan yang diperoleh usaha peternakan ayam ras petelur di Desa Gadingrejo Utara setelah memperhitungkan biaya eksternalitas yaitu sebesar Rp308.723.114,23/produksi. Biaya WTP yang didapatkan yaitu sebesar Rp2.747.631/produksi. Biaya WTA yang didapatkan yaitu sebesar Rp541.074,07/produksi. Eksternalitas positif dari adanya peternakan ayam ras petelur antara lain kemudahan memperoleh telur dan daging, meningkatkan konsumsi serta daya beli masyarakat terkait telur dan daging, serta terbukanya peluang usaha baru. Eksternalitas negatif adanya peternakan ayam ras petelur meliputi masyarakat merasa kurang nyaman dengan limbah yang dihasilkan peternakan serta masyarakat merasakan pusing dan mual.

Kata kunci: Ayam ras petelur, eksternalitas, pendapatan, WTP, WTA