

ABSTRAK

Usaha peternakan ayam petelur skala kecil di Indonesia, khususnya di Kabupaten Lampung Timur, menghadapi berbagai tantangan struktural yang menghambat peningkatan produktivitas dan keberlanjutan usaha, antara lain ketimpangan hubungan kemitraan, ketergantungan terhadap mitra usaha, serta keterbatasan akses terhadap input produksi, pasar, dan teknologi. Penelitian ini bertujuan untuk menganalisis peran kemitraan bermediasi terhadap kinerja mediasi usaha, mengkaji dampaknya terhadap produktivitas dan keberlanjutan usaha, mengevaluasi implikasi finansial penerapan kemitraan bermediasi, serta merumuskan rekomendasi kebijakan pengembangan kemitraan yang berorientasi pada keberlanjutan peternakan ayam petelur skala kecil. Penelitian dilaksanakan di Kabupaten Lampung Timur dengan melibatkan 50 peternak ayam petelur skala kecil sebagai responden. Data dikumpulkan melalui kuesioner terstruktur, wawancara mendalam, dan *Focus Group Discussion* (FGD), serta dianalisis menggunakan pendekatan *mixed methods*. Analisis kuantitatif meliputi uji validitas dan reliabilitas, analisis jalur (*path analysis*) untuk menguji model mediasi, serta analisis kelayakan usaha berdasarkan indikator laba, Return on Investment (ROI), *Break Even Point* (BEP), dan rasio manfaat-biaya (B/C). Analisis kualitatif dilakukan melalui FGD dan SWOT–TOWS untuk merumuskan strategi kebijakan. Hasil penelitian menunjukkan bahwa usaha peternakan ayam petelur skala kecil secara ekonomi masih layak dijalankan, dengan nilai B/C Ratio >1 dan ROI sebesar 17,06%, namun rentan terhadap fluktuasi harga input dan output. Model kemitraan bermediasi yang melibatkan peternak, mitra usaha, dan lembaga mediator netral terbukti berpengaruh positif dan signifikan terhadap mekanisme mediasi usaha ($\beta = 0,283$; $p < 0,05$). Selanjutnya, mekanisme mediasi usaha berperan signifikan dalam meningkatkan produktivitas dan memperkuat keberlanjutan usaha, sehingga pengaruh kemitraan terhadap kinerja usaha bersifat dominan tidak langsung melalui mediasi. Tingkat penerimaan responden terhadap model yang diusulkan sangat tinggi, dengan 98,4% responden menyatakan setuju atau sangat setuju. Hasil FGD dan analisis SWOT–TOWS menghasilkan strategi implementatif berupa penguatan kelembagaan koperasi sebagai mediator, penyusunan regulasi kemitraan yang berkeadilan, integrasi riset dan pendampingan perguruan tinggi, transformasi digital kelembagaan, serta pengembangan skema pembiayaan inklusif. Secara keseluruhan, kemitraan bermediasi berpotensi menjadi strategi kelembagaan yang efektif untuk meningkatkan produktivitas, memperkuat ketahanan ekonomi, dan mendorong keberlanjutan peternakan ayam petelur skala kecil.

Kata kunci: ayam petelur, kemitraan bermediasi, keberlanjutan, produktivitas, peternakan rakyat, Lampung Timur.

ABSTRACT

Small-scale layer poultry farming in Indonesia, particularly in East Lampung Regency, faces various structural challenges that constrain productivity improvement and business sustainability, including unequal partnership relations, dependence on business partners, and limited access to production inputs, markets, and technology. This study aims to analyze the role of mediated partnerships in improving the performance of business mediation, to examine their impacts on productivity and business sustainability, to evaluate the financial implications of implementing mediated partnerships, and to formulate policy recommendations for partnership development oriented toward the sustainability of small-scale layer poultry farming. The study was conducted in East Lampung Regency involving 50 small-scale layer farmers as respondents. Data were collected through structured questionnaires, in-depth interviews, and Focus Group Discussions (FGD), and analyzed using a mixed-methods approach. Quantitative analysis included validity and reliability tests, path analysis to examine the mediation model, and farm feasibility analysis based on profit, Return on Investment (ROI), Break Even Point (BEP), and Benefit–Cost (B/C) ratio indicators. Qualitative analysis was conducted through FGD and SWOT–TOWS analysis to formulate policy and strategic recommendations. The results indicate that small-scale layer farming remains economically feasible, as reflected by a B/C ratio greater than one and an ROI of 17.06%, although it is vulnerable to fluctuations in feed and egg prices. The mediated partnership model involving farmers, business partners, and neutral mediating institutions significantly improves business mediation mechanisms ($\beta = 0.283$; $p < 0.05$). Furthermore, business mediation mechanisms play a significant role in enhancing productivity and strengthening business sustainability, indicating that the impact of mediated partnerships on farm performance is predominantly indirect through mediation. Farmer acceptance of the proposed partnership model is very high, with 98.4% of respondents expressing agreement or strong agreement. The FGD and SWOT–TOWS analysis generated several implementable strategies, including strengthening cooperative institutions as mediators, establishing fair and transparent partnership regulations, integrating university-based research and technical assistance, promoting institutional digital transformation, and developing inclusive financing schemes for small-scale farmers. Overall, mediated partnerships have strong potential as an institutional strategy to enhance productivity, improve economic resilience, and promote the long-term sustainability of small-scale layer poultry farming.

Keywords: layer poultry, mediated partnership, sustainability, productivity, smallholder farming, East Lampung.