

ABSTRAK

KELAYAKAN USAHA TERNAK AYAM SENTUL (Kasus di Kelompok Tani Sawargi Jaya)

Oleh

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Ayam sentul merupakan salah satu ayam lokal Indonesia yang memiliki keunggulan dalam produktivitas daging dan daya tahan terhadap lingkungan. Permintaan terhadap ayam lokal seperti ayam sentul semakin meningkat seiring dengan kesadaran masyarakat akan pentingnya konsumsi protein hewani. Penelitian ini bertujuan untuk mengetahui teknik budidaya usaha ternak ayam sentul, besarnya biaya, penerimaan, dan pendapatan serta kelayakan usaha yang diperoleh dari usaha ternak ayam sentul dengan skala kepemilikan 750 ekor ayam sentul. Penelitian dilakukan dengan metode studi kasus pada Kelompok Tani Sawargi Jaya di Kampung Cipeusar, Kelurahan Sukajaya, Kecamatan Purbaratu, Kota Tasikmalaya. Responden tersebut dipilih secara *purposive*. Alat analisis menggunakan R/C Ratio. Analisis data menggunakan analisis deskriptif, kelayakan teknis dan kelayakan finansial. Hasil penelitian menunjukkan bahwa teknik budidaya ayam sentul yang dilakukan sebagian besar sesuai dengan *Good Agricultural Practices* dengan tingkat kesesuaian sebesar 90 persen, selanjutnya hasil *Feed Conversion Ratio* pakan alternatif campuran berupa pakan pabrikan, maggot dan daun pepaya menghasilkan 1,64 dengan tingkat mortalitas sebesar 2 persen. Dalam satu periode produksi (3 bulan) usaha ternak ayam sentul ini memperoleh pendapatan sebesar Rp 4.203.092 dengan nilai R/C Ratio sebesar 1,14 yang menunjukkan bahwa usaha ini layak untuk dijalankan.

Kata Kunci : Ayam sentul, kelayakan usaha, ternak

ABSTRACT

FEASIBILITY OF SENTUL CHICKEN FARMING BUSINESS (Case in Sawargi Jaya Farmer Group)

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Sentul chicken is one of Indonesia's local chickens that has advantages in meat productivity and environmental resistance. The demand for local chickens such as sentul chicken will increase along with public awareness of the importance of animal protein consumption. This study aims to determine the cultivation techniques of sentul chicken farming business obtained from the sentul chicken farming business, the amount of costs, revenues, and income as well as the feasibility of the business obtained from sentul chicken farming with a scale of ownership of 750 sentul chickens. The study was conducted using a case study method at the Sawargi Jaya Farmer Group in Cipeusar Village, Sukajaya Village, Purbaratu District, Tasikmalaya City. The respondents were selected purposively. The analysis tool used the R/C Ratio. Data analysis used descriptive analysis, technical feasibility and financial feasibility. The results of the study showed that the sentul chicken farming techniques carried out were mostly in accordance with Good Agricultural Practices with a suitability level of 90 percent, then the results of the Feed Conversion Ratio of alternative mixed feed in the form of factory feed, maggots and papaya leaves produced 1,64 with a mortality rate of 2 percent. In one production period (3 months), this sentul chicken farming business earned an income of IDR 4.203.092 with an R/C Ratio value of 1,14 which shows that this business is feasible to run.

Keywords : Sentul chicken, livestock, business feasibility