

STRATEGI PENINGKATAN PRODUKTIVITAS USAHA  
PETERNAKAN KAMBING PADA ERA INDUSTRI 4.0  
DI KABUPATEN BANYUMAS

**ABSTRAK**

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Penelitian bertujuan untuk 1) mengetahui kondisi peternakan kambing di Kabupaten Banyumas meliputi produktivitas, karakteristik peternak, peran kelembagaan peternak, peran kelembagaan penyuluh, serta sarana dan prasarana, 2) menganalisis strategi peningkatan produktivitas usaha peternakan kambing di era industri 4.0. Penelitian dilakukan menggunakan metode survei. Penetapan sampel dilakukan dengan metode *stratified random sampling* yaitu mengambil wilayah berdasarkan topografi dataran tinggi, sedang, dan rendah. Kemudian dari masing-masing strata di ambil wilayah kecamatan dengan pertimbangan jumlah ternak kambing dan mayoritas jenis ternak kambing yaitu peranakan etawa dan jawarandu. Pengambilan sampel responden menggunakan Nomogram Harry King dan total responden berjumlah 322 peternak. Analisis menggunakan analisis deskriptif dan pemodelan *Causal Loop Diagram*. Hasil penelitian menunjukkan bahwa sebagian besar responden berumur produktif (83,23%), berpendidikan Sekolah Dasar (66,15%), dan memiliki pengalaman beternak >20 tahun (50,31%), jumlah ternak 3-6 ST Kecil (49,38%), serta pendapatan Rp. 3.000.000 – Rp. 6.000.000 /tahun (49,07%). Peran kelembagaan peternak rata-rata dalam kategori sedang (51,39%). Peran kelembagaan penyuluh rata-rata dalam kategori sedang (44,72%). Sarana dan prasarana mayoritas telah tersedia. Peningkatan produktivitas usaha peternakan kambing di era industri 4.0 dapat dilakukan dengan pemanfaatan *Information and Communication Technology* (ITC) dalam pengadaan faktor-faktor produksi, penggunaan aplikasi *management system* dan inovasi teknologi pakan, pemanfaatan *smartphone* sebagai sarana promosi dan penjualan, penyebaran informasi melalui media sosial, penyediaan layanan informasi berbasis website atau aplikasi, dan transformasi penyuluhan ke arah *cyber extension*.

Kata kunci: Produktivitas Usaha, Peternakan Kambing, Strategi, Industri 4.0.

STRATEGY TO INCREASE THE PRODUCTIVITY OF  
GOAT FARMING ON THE ERA OF INDUSTRY 4.0  
IN BANYUMAS REGENCY

**ABSTRACT**

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This study aims to 1) identify the situation of goat farming in Banyumas Regency about productivity, the characteristic of the farmers, the role of farmers institutions, the role of extension institutions, the facilities and infrastructure, 2) to analyze the strategy to increase the productivity of goat farming on the era of industry 4.0. This study used survey method. Determination of the sample was done using stratified random sampling that took the region based on topography high land, moderate and low land. Then, on each level was taken by criteria of number of goats and the dominant species, either peranakan etawa and jawarandu. Number of sample was determined using Nomogram Harry King and the total respondents was 322 farmers. The analysis used was descriptive analysis and causal loop diagram modelling. The result show that majority respondents on productive age (83,23%), graduated from elementary school (66,15%) and have farming experiences > 20 years (50,31%), total goats 3-6 AU small (49,38%) and income of Rp 3.000.000 –Rp 6.000.000 / year (49,07%). The role of farmers institutions are at moderate level (51,39%). The role of extension institution are at moderate level (44,72%). The facilities and infrastructures are available. To increase the productivity of goat farming on the era of industry 4.0 can be done with optimize Information and Communication Technology (ITC) in production factors, utilization management system application and the inovation of feed technology, optimize smartphone as promotion and trading tools, share the information via social media, supply of information service based on website or application and transformation of extension to virtual extension.

Keyword : Business Productivity, Goat Farming, Strategy, Industry 4.0