

RINGKASAN

ZAENAL ARIFIN. “ Analisis Investasi Usaha Ayam Niaga Pedaging di Kabupaten Banyumas” telah dilaksanakan pada tanggal 15 Oktober 2017 sampai dengan 28 Oktober 2017, dengan lokasi di 4 Kecamatan Banyumas yaitu Kecamatan Sumbang; Kecamatan Cilongok; Kecamatan Kembaran dan Kecamatan Kebasen.

Penelitian ini bertujuan untuk mengetahui besarnya alokasi investasi pada usaha ayam niaga pedaging di Kabupaten Banyumas dan mengetahui faktor-faktor yang mempengaruhi kebutuhan investasi dalam usaha ayam niaga pedaging. Penelitian dilakukan menggunakan metode survey. Sampel wilayah diambil dengan menggunakan metode *purposive sampling* (sengaja), yaitu memilih 4 kecamatan yang memiliki jumlah peternak ayam niaga pedaging tertinggi yaitu Kecamatan Cilongok, Sumbang, Kembaran, dan Kebasen. Responden diambil sebanyak 30 responden dari jumlah peternak di 4 kecamatan yang terpilih secara acak sederhana (*Simple Random Sampling*). Metode analisis menggunakan metode analisis tabulasi silang (*crootab*) dan metode analisis kebutuhan investasi atau model fungsi investasi.

Hasil penelitian menunjukkan bahwa hasil analisis regresi menunjukkan bahwa hanya dua faktor yang berpengaruh terhadap analisis investasi usaha ayam niaga pedaging di Kabupaten Banyumas. Dua faktor tersebut adalah faktor skala usaha dan jumlah tenaga kerja. Faktor skala usaha berpengaruh terhadap investasi pembelian peralatan dan pembuatan kandang (bangunan), sedangkan faktor jumlah tenaga kerja berpengaruh terhadap investasi pembelian lahan (tanah) dan pembuatan kandang (bangunan).

Kata kunci: Ayam niaga pedaging, investasi, pembelian lahan, pembelian peralatan, dan pembuatan kandang.

SUMMARY

ZAENAL ARIFIN. "*Analysis of Ayam Niaga Pedaging Business Investment in Banyumas Regency*" was held on 15 October 2017 until 28 October 2017, with locations in 4 sub-districts of Banyumas, Sumbang District; Kecamatan Cilongok; Kecamatan Kembaran and Kebasen Sub-district.

This study aims to determine the amount of investment allocation in broiler business in Banyumas Regency and to know the factors that affect the investment needs in the broiler business. The research was conducted using survey method. Sample area is taken by using purposive sampling method, that is choosing 4 districts that have the highest number of broiler breeder that is Cilongok, Sumbang, Kembaran, and Kebasen Subdistrict. Respondents were taken as many as 30 respondents from the number of breeders in 4 districts selected by simple random sampling (Simple Random Sampling). The analytical method used cross tabulation analysis method (crootab) and method of analisis requirement of investment or model of investment function.

The results showed that the results of regression analysis showed that only two factors that affect the analysis of business investment broiler trading in Banyumas. These two factors are the scale factor of business and the amount of labor. The scale factor of the business affects the investment of equipment purchasing and the manufacture of the cage (building), while the factor of the labor force has an effect on the investment of land buying (land) and cage making (building).

Keywords: Chicken trade brokers, investment, buying land, equipment purchases, and cage making.