

KEPUTUSAN BISNIS PETERNAK KERBAU DAN FAKTOR-FAKTOR YANG MEMPENGARUHINYA DI KABUPATEN DEMAK

ABSTRAK

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Penelitian ini bertujuan untuk menggambarkan karakteristik usaha ternak kerbau di Kabupaten Demak, menggambarkan keputusan bisnis peternak kerbau di Kabupaten Demak dan menganalisis pengaruh faktor internal dan faktor eksternal terhadap pengambilan keputusan bisnis ternak kerbau di Kabupaten Demak. Penelitian dilaksanakan di Kecamatan Gajah, Karanganyar dan Dempet. Pemilihan kecamatan tersebut dilakukan secara sengaja berdasarkan Kecamatan tersebut merupakan pusat usaha ternak kerbau di Kabupaten Demak. Penelitian dilaksanakan dengan metode survei dengan observasi langsung terhadap peternak kerbau di Kabupaten Demak. Penentuan jumlah responden menggunakan rumus Slovin dengan *margin of error* 10%, sehingga jumlah responden yang diambil 168 orang. Analisis yang digunakan adalah analisis deskriptif dan analisis regresi logistik. Variabel dalam penelitian terdiri atas faktor internal peternak (X_1) Umur, (X_2) Jenis Kelamin, (X_3) Status Pernikahan, (X_4) Jumlah Keluarga, (X_5) Pendidikan, (X_6) Jumlah Ternak, (X_7) Lama Berternak, (X_8) Permodalan, (X_9) Tingkat Kosmopolitan, (X_{10}) Kemampuan Akses Pasar Permodalan. Faktor Eksternal terdiri atas (X_{11}) Peran Pemerintah, (X_{12}) Kenaikan Bahan Bakar Mesin, (X_{13}) Kelembagaan Kelompok, (X_{14}) Penyakit mulut dan kuku, (X_{15}) Ketersediaan Pakan, (X_{16}) Sarana Kesehatan Ternak, dan Keputusan bisnis. Hasil penelitian karakteristik peternak menunjukkan umur responden 51-64 tahun dengan persentase 92,86%, jenis kelamin laki-laki sebanyak 99%, status pernikahan menunjukkan 97 % berstatus menikah, dengan jumlah anggota keluarga sebanyak 3 orang, dengan taraf pendidikan Sekolah Dasar sebanyak 69%, lama beternak sebanyak 6-10 tahun, dengan kepemilikan kerbau sebanyak 95 % mandiri, jumlah kerbau sebanyak 1-5 ekor. Keputusan bisnis ternak kerbau di Kabupaten Demak peternak memilih untuk tetap melanjutkan dengan persentase 54,2 % dan tidak melanjutkan 45,8% bisnis ternak kerbau. Pengaruh faktor Internal (status perkawinan dan jumlah keluarga) dan Faktor eksternal (dukungan pemerintah, kenaikan BBM, penyakit mulut dan kuku, tingkat kosmopolitan, kemampuan akses pasar dan permodalan) berpengaruh nyata dalam meningkatkan keberlanjutan bisnis ternak kerbau di Kabupaten Demak.

Kata Kunci : Kerbau, Kabupaten Demak, Analisis Deskriptif, Analisis Regresi Logistik.

BUSINESS DECISIONS OF BUFFALO FARMERS AND FACTORS AFFECTING THEM IN DEMAK REGENCY

ABSTRACT

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This research aims to describe the characteristics of the buffalo farming business in Demak Regency, describe the business decisions of buffalo breeders in Demak Regency and analyze the influence of internal factors and external factors on business decision making of buffalo farming in Demak Regency. The research was conducted in the Districts of Gajah, Karanganyar and Dempet. The selection of the sub-district was carried out deliberately based on the sub-district being the center of the buffalo livestock business in Demak Regency. The research was carried out using a survey method with direct observation of buffalo breeders in Demak Regency. Determination of the number of respondents using the Slovin formula with a margin of error of 10%, so that the number of respondents taken was 168 people. The analysis used is descriptive analysis and logistic regression analysis. The variables in the study consisted of internal factors of the breeder (X1) Age, (X2) Gender, (X3) Marital Status, (X4) Number of families, (X5) Education, (X6) Number of Livestock, (X7) Length of farming),(X8) Capital, (X9) Cosmopolitan Level, (X10) Ability to Access Capital Markets. External factors consist of (X11) Government Role, (X12) Increase in Engine Fuel, (X13) Group Institutions, (X14) Foot and mouth disease, (X15) Availability of Feed, (X16) Livestock Health Facilities, and Business decisions. The results of the research on breeder characteristics showed that the age of the respondents was 51-64 years with a percentage of 92.86%, male sex as much as 99%, marital status showed that 97% were married, with 3 family members, with 69 elementary school education levels. %, 6-10 years of breeding time, 95% independent ownership of buffalo, 1-5 buffaloes. Business decisions for buffalo livestock in Demak Regency, breeders choose to continue with a percentage of 54.2% and not to continue with 45.8 % buffalo livestock business. Internal factors (marital status and number of families) and external factors (government support, fuel price increases, foot and mouth disease, cosmopolitan level, ability to access markets and capital) have an effect on increasing the sustainability of the buffalo livestock business in Demak Regency.

Keywords: Buffalo, Demak Regency, Descriptive Analysis, Logistic Regression Analysis.