

RINGKASAN

YANTI KUSWIANTI. Penelitian berjudul “ANALISIS PENDAPATAN DAN TINGKAT KEPUASAN PETERNAK PLASMA PADA TIGA MODEL KEMITRAAN AYAM BROILER DI KECAMATAN DAYEUHLUHUR KABUPATEN CILACAP” dilaksanakan di Kecamatan Dayeuhluhur Kabupaten Cilacap mulai tanggal 3 Desember 2018 sampai dengan 5 Januari 2019. Tujuan Penelitian adalah sebagai berikut: (a) mengetahui karakteristik ketiga model kemitraan ayam broiler; (b) mengetahui pendapatan peternak pada setiap model kemitraan ayam broiler; (c) Membandingkan pendapatan peternak plasma pada ketiga model kemitraan ayam broiler; (d) mengetahui tingkat kepuasan peternak plasma pada masing-masing kemitraan ayam broiler; (e) membandingkan tingkat kepuasan peternak plasma pada ketiga model kemitraan ayam broiler. Saasaran penelitian adalah usaha dan peternak ayam broiler sebanyak 45 responden dan 3 *keyinforman*. Penelitian dilakukan dengan survey, metode yang digunakan adalah *stratified random sampling*. Variabel yang diamati dalam penelitian yaitu karakteristik dari setiap model kemitraan meliputi kemitraan sistem harga kontrak, kemitraan sistem harga kontrak tabungan 15% dan kemitraan sistem *maklun*, pendapatan peternak dan kepuasan peternak plasma terhadap pelayanan inti kemitraan berdasarkan atribut pelayanan. Setiap kemitraan mempunyai kebijakan yang berbeda dengan kelebihan dan kekurangan masing-masing, sehingga dapat mempengaruhi penilaian dari peternak. Pendapatan paling besar adalah kemitraan sistem harga kontrak sebesar Rp 1.127,00/ekor ayam, pendapatan kemitraan sistem *maklun* sebesar Rp -969,00/ekor ayam, dan pendapatan kemitraan sistem harga kontrak tabungan 15% sebesar Rp-3.443,00/ekor ayam. Berdasarkan hasil *anova*, perbedaan pendapatan ketiga model kemitraan menghasilkan tingkat signifikansi $(0,000) \leq (0,050)$ pada taraf signifikansi 5%. Hal tersebut dapat disimpulkan bahwa H_1 diterima dan H_0 ditolak, yang artinya terdapat perbedaan pendapatan peternak yang sangat signifikan pada ketiga model kemitraan ayam broiler. Nilai tingkat kepuasan terbesar adalah kemitraan sistem harga kontrak tabungan 15% sebesar 72,13%, kemitraan sistem harga kontrak sebesar 71,81% dan kemitraan sistem *maklun* sebesar 70,47%, yang menandakan bahwa peternak sudah puas dengan pelayanan yang diberikan oleh perusahaan inti. Berdasarkan hasil analisis tingkat kepuasan nilai X^2 hitung (11,9) lebih besar daripada X^2 Tabel (0,05) yaitu 9,5 yang berarti bahwa H_0 ditolak dan H_1 diterima, artinya terdapat perbedaan signifikan tingkat kepuasan dari ketiga model kemitraan tersebut.

Kata Kunci: Ayam Broiler, kemitraan, pendapatan, tingkat kepuasan.

SUMMARY

YANTI KUSWIANTI. The research titled "**ANALYSIS OF INCOME AND THE LEVEL OF SATISFACTION OF PLASMA BREEDER in THREE PARTNERSHIP MODELS BROILER CHICKENS IN DISTRICT DAYEULUHUR CILACAP REGENCY**" has been carried out in District Dayeuhluhur Cilacap Regency from December 3rd, 2018 till January 5th, 2019. The purpose of the research is as follows: (a) Knowing the three characteristics of the partnership model of broiler; (b) Knowing the breeder's income on each model of the broiler partnership; (c) Contrasting the income of plasma breeders on the three partnership models broiler chickens; (d) Knowing the level of satisfaction of plasma breeders in each partnership broiler chickens; (e) Contrasting the satisfaction rate of plasma breeders on the three partnership models of broiler chickens. The target of this research was a business and broiler farmer as many as 45 respondents and 3 keyinformants. The research was done by a survey, the method used in this research was stratified random sampling. The variable observed in the study was the characteristics of each partnership model including the partnership of Contract price System, the partnership of the 15% savings contract pricing system and the partnership of makloon system, breeder income, and the satisfaction of plasma breeders to the core services of partnerships based on service attributes. Each partnership has a different policy with the advantages and disadvantages of each so it can influence the judgment of farmers. The most substantial earnings were the partnership of the system contract price of Rp 1.127,00/chicken, the income of partnership makloon system is Rp-969,00/chicken, and the earning of the partnership revenue system of the savings contract price 15% is Rp-3.443,00/chicken. Based on Anova's results, the revenue difference between the three partnership models resulted in significant levels $(0.000) \leq (0.050)$ at a rate of 5% significance. It can be concluded that H_1 is accepted and H_0 is declined, which means there is a significant difference in breeder's income in all three models of broiler partnership. The most valued of satisfaction rate is the partnership of 15% savings contract pricing system is 72,13%, the partnership of contract price system is 71,81% and the partnership of makloon system is 70.47%, which signifies that the breeder is satisfied with the service provided by the core company. Based on the results of the analysis of the satisfaction rate of value X^2 (11.9) more considerable than X^2 , table (0.05) which is 9.5 which means that H_0 declined and H_1 accepted, meaning there is a discrepancy in the level of satisfaction of the three models of the partnership.

Keywords: Broiler chickens, partnerships, income, satisfaction levels.