

ABSTRAK

ANGGA HERNANTO. Penelitian ini bertujuan untuk mengetahui prospek dan kendala usaha ternak domba dan mengkaji upaya pengembangan peternakan domba di Kecamatan Cilongok. Sasaran penelitian adalah peternak dan usaha peternakan domba di Kecamatan Cilongok, Kabupaten Banyumas. Metode penelitian yang digunakan adalah metode survey. Pengambilan sampel wilayah dilakukan secara sengaja (*purposive sampling*). Jumlah responden penelitian sebanyak 56 orang. Hasil penelitian menunjukkan bahwa prospek usaha ternak domba di wilayah Cilongok cukup baik dengan didukung Sumber Daya Manusia (SDM) yang memadai, lahan yang luas, limbah pertanian melimpah, sarana dan prasarana tersedia. Kendala usaha ternak domba di wilayah Cilongok yaitu usaha bersifat sampingan, pemeliharaan tradisional, pemahaman teknologi kurang, pemasaran masih bersifat konvensional, kelembagaan peternak kurang aktif, dan petugas penyuluh jarang memberikan sosialisasi tentang budidaya ternak domba. Strategi yang dapat dilakukan dalam pengembangan usaha ternak domba di Kecamatan Cilongok yaitu 1) melakukan perencanaan budidaya dan penerapan teknologi pengolahan hijauan, 2) peningkatan kualitas SDM melalui pelatihan dan penyuluhan dalam dibidang usaha ternak domba, 3) peternak berkunjung atau magang ke daerah penghasil domba, 4) peternak membuat kelompok untuk meningkatkan komunikasi dan kerjasama.

Kata Kunci : Analisis SWOT, Ternak Domba, Prospek dan Kendala, Pengembangan

ABSTRACT

ANGGA HERNANTO. This study aims to determine the prospects and constraints of the sheep business and examine efforts to develop sheep farms in the District of Cilongok. The target of the research is the breeder and sheep breeding business in Cilongok District, Banyumas Regency. The research method used was a survey method. Sampling of the area is done intentionally (*purposive sampling*). The number of research respondents was 56 people. The results showed that the business prospects of sheep livestock in the Cilongok region were quite good with the support of adequate Human Resources (HR), large tracts of land, abundant agricultural waste, facilities and infrastructure available. The constraints of the sheep business in the Cilongok area are sideline businesses, traditional maintenance, lack of technological understanding, marketing is still conventional, institutional farmers are less active, and extension workers rarely provide information about sheep farming. The strategies that can be carried out in the development of sheep business in the District of Cilongok are 1) conducting cultivation planning and application of forage processing technology, 2) improving the quality of human resources through training and counseling in the sheep business, 3) visiting farmers or apprenticing to sheep-producing areas, 4) breeders create groups to improve communication and cooperation.

Keywords : SWOT analysis, sheep, prospects and constraints, development