ANALISIS SISTEM USAHA PETERNAKAN AYAM BROILER MENGGUNAKAN PEMODELAN *SYSTEMS DYNAMIC*

ABSTRAK

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Usaha peternakan ayam broiler merupakan sistem yang kompleks melibatkan berbagai elemen dari hulu sampai dengan hilir. Penelitian ini bertujuan untuk mengetahui perbedaan produktivitas usaha peternakan ayam broiler pada tipe kandang *open house, semi closed house* dan *closed house,* serta mengkaji berbagai faktor dan hubungannya dalam usaha peternakan ayam broiler dengan pola kemitraan. Penelitian dilakukan dengan metode survei pada Kabupaten Kebumen. Analisis data dilakukan secara kualitatif menggunakan pemodelan Causal Loop Diagram dan secara kuantitatif menggunakan Stock and Flow Diagram. Hasil penelitian menunjukan kandang *closed house* menghasilkan nilai produktivitas lebih tinggi dibandingkan kandang *semi closed house* dan *open house*. Faktor-faktor yang saling terkait dan mempengaruhi usaha peternakan ayam broiler yaitu kualitas kandang, keterampilan peternak, kemampuan mengatasi permasalahan, motivasi usaha, kemauan mengikuti program, efektivitas infomasi, power pemodal, turn over, grade DOC, harga output, FCR, mortalitas dan bonus. Berdasarkan model kualitatif yang terbentuk diperoleh hasil diantaranya 1) peternak dengan kualitas kandang rendah atau *open house* akan semakin sulit untuk bersaing dengan peternak dengan kualitas kandang tinggi atau *closed house* karena kualitas kandang mempengaruhi harga output, turn over, FCR dan mortalitas; 2) kecenderungan peternak lebih menyukai belajar dari pengalaman dan mengadopsi informasi setelah terjadinya mortalitas yang tinggi pada ternaknya; 3) peternak cenderung tidak mau mengikuti program dan informasi yang diberikan perusahaan inti, sehingga dibutuhkan pendekatan yang tidak hanya secara teknis tetapi juga pendekatan secara sosiologis. Berdasarkan pemodelan kuantitatif diperoleh strategi peningkatan pendapatan peternak diantaranya; 1) meningkatkan kualitas kandang; 2) menekan biaya produksi; 3) menekan mortalitas ayam broiler; 4) mengoptimalkan bobot panen ayam broiler; 5) mempertahankan standar harga jual dan mekanisme bonus.

Kata Kunci: ayam broiler, kemitraan, causal loop diagram, stock and flow diagram, closed house.

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ABSTRACT

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Broiler chicken farming is a complex system involving various elements from upstream to downstream. This study aims to determine the differences in the productivity of broiler chicken farming in the open house, semi-closed house, and closed house types, as well as to examine various factors and their relationships in broiler chicken farming with a partnership pattern. The research was conducted using a survey method in Kebumen Regency. The data analysis was conducted qualitatively using Causal Loop Diagram modeling and quantitatively using Stock and Flow Diagrams. The results showed that closed-house cages produced higher production values than semi-closed house and open house cages. Factors that are interrelated and affect broiler chicken farming are the quality of the cages, farmer skills, technical know how, business motivation, willingness to follow programs, effectiveness of information, power of investors, turnover, grade DOC, output price, FCR, mortality, and bonus. Based on the qualitative model, the results obtained include 1) breeders with low-quality cages or open houses will find it increasingly difficult to compete with breeders with high quality or closed houses because the quality of cages affects output prices, turn over, FCR and mortality; 2) the tendency of farmers to prefer learning from experience and adopting information after the high mortality rate in their livestock; 3) breeders tend not to follow the programs and information provided by the core company, so an approach that is not only technical but also sociological is needed. Based on quantitative modeling, strategies to increase farmer income include; 1) improve cage quality; 2) reduce production costs; 3) reduce the mortality of broiler chickens; 4) optimizing the harvest weight of broiler chickens; 5) maintain standard selling price and bonus mechanism.

Keywords: broiler chickens, partnership pattern, causal loop diagrams, stock and flow diagrams, closed house system