

Analysis of Growth of Broiler Chicken Farming Business in Hoder Village, Waigete District

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Abstract: *Determination of the sample in this study was carried out using qualitative method, and the respondents in this study were broiler chicken breeders in Hoder Village, Waigete District, and the number of respondents was 6 people. The data analysis used in this research is a SWOT analysis. The results of this study indicate the risks faced in the broiler chicken business in Hoder Village, Waigete District, are divided into two risks namely production risks in the form of disease and weather, as well as marketing risks in the form of unsanitary chickens, the number of competitors and price fluctuations. While the identification of internal and external factors in the broiler breeder business can be seen that, 1) the strengths of the broiler breeder business are quality products, good road access, availability of land, labor 2) Weaknesses of the broiler breeder business are the close location with settlements, water is not smooth 3) Opportunities owned by broiler chicken, waste is processed into chicken coops 4) Threats for broiler chicken breeders are the number of competitors, the presence of broiler chicken diseases strategy for developing broiler chicken breeders in Villages Hoder, Waigete District, namely improving the skills of breeders, keeping the waste from disturbing the surrounding area, preparing water containers, to maintain the quality of broiler chickens.*

Keywords: *Risk analysis, internal factors, external factors*

Introduction

The livestock business is a business that needs to be done because this business has added value for agriculture in Hoder Village. The contribution of livestock businesses to agriculture in Hoder Village is determined by how far our ability to develop livestock businesses. Related to this, the livestock business that we want to build in the future is one that is able to produce products that can compete in the market and is able to develop sustainably. Broiler chicken farmers have very good opportunities to be developed, both on a large-scale farmer and a small-scale farmer (community farmers) (Aziz, 2014).

Broiler chicken is one of the poultry that has an important role because it produces meat that supports and the availability of animal protein, broiler chicken is also in great demand by the community because the price is relatively affordable. This type of chicken is a new type of chicken in several areas including NTT so that many farmers want to cultivate it. So there are several areas in Indonesia that have the potential to develop broiler chicken farming businesses, one of which is Hoder Village, Waigete District.

The broiler chicken business community in Hoder Village, Waigete District are independent farmers. Independent farmers are farmers who do not partner with companies. The lack of independent farmer networks of companies makes independent farmers have to bear their own risks/individually. Many independent farmers in Hoder Village are unable to overcome the risks faced, such as production risks and marketing risks. Therefore, an analysis is needed to determine what risks are faced by independent farmers in Hoder Village. During production activities to marketing, and what strategies must be carried out so that the farmer continues to run amidst the many business competitions of farmers.

Research methods

This study uses a qualitative method. Qualitative research is research that directly observes the object being studied, while according to Bodgan and Taylor, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior.

The data sources used are primary data and secondary data, where this primary data is obtained directly through observation and interviews with 6 Broiler Chicken Business Owners, while this secondary data is obtained from the Village office in the form of documentation, population data such as education level and population.

Data Collection Techniques Using

1. Observation

Before the research was conducted, the researcher had first conducted observations in order to get an overview of the research, both the object to be studied and the environment where the researcher would be located. Observations were carried out by visiting several houses that had broiler chicken farming businesses to obtain information.

2. Interview

In the interview, the researcher went directly to the residence of the information. This is intended so that the research is freer to find problems faced by the parties who were interviewed more openly and asked for their opinions, complaints and ideas.

3. Documentation

Documentation is one of the data sources in qualitative research. Researchers conduct documentation through photos or images as physical evidence of the implementation of the research.

Data Analysis Techniques Using

The data analysis used in this study was analyzed using the SWOT analysis method, namely an assessment of the prospects of the broiler chicken farming business qualitatively, by looking at strengths, weaknesses, opportunities and threats.

a. Internal Factors

1) Strength, namely what strengths the broiler chicken farming business has. By knowing the strengths of the broiler chicken farming business, it can be developed to be more resilient so that it is able to survive and compete to develop further.

2) Weakness, namely all factors that are not profitable or detrimental to the broiler chicken farming business.

b. External Factors

1 Opportunities are external factors where these conditions can create benefits for the broiler chicken business.

2. Threats, namely things that can cause losses to the broiler chicken farming business.

Discussion

Based on the research that has been done above, the sources of risk analysis that exist in broiler chicken farmers in Hoder Village are Production Risk, Marketing Risk and SWOT matrix analysis. In addition, the strategy to overcome these risks is by improving skills, as well as knowledge about managing broiler chicken farmers and disease control.

One of the problems in the broiler chicken farming business is the spread of infectious diseases through the supply chain (Cardona et al 2009). The many problems

become obstacles in controlling the disease, making it difficult to achieve the desired results. Further identification is carried out to reduce the risk.

1. Production Risk

The production aspect is one of the risks in the business world, especially in the broiler chicken farming business. The production risk in independent livestock businesses is when providing animal feed, husks and labor. Based on what was done by Sekarrani (2016). Some sources of production risk faced by independent farmers are as follows:

a. Weather

Unstable weather conditions, broiler chickens will be very sensitive to changes in the weather. So that the weather is one of the causes of production risks in the broiler chicken farming business, including changes in weather between the rainy season and the dry season. The risk management proposed by Amrullah (2018) is to provide a heater when the rainy season is about to occur in the form of Gasolek and close the curtains on the cage because in the rainy season the temperature in this cage is very cold and humid. While in the dry season the conditions in the area are quite hot, then the fan is used to warm the body temperature of the broiler chicken and the curtains covering the cage are opened. All of this is done to maintain the stability of the body temperature of the broiler chicken and reduce the risk of death in the chicken.

b. Disease

Ridwan (2016) said that the emergence of diseases that attack broiler chickens occurs because there are several factors, including poor sanitation in the cage children, the process of distributing drinking water and feed and the shape of the cage which is tiered (model of a stilt house) can easily develop viruses or bacteria that cause disease. Therefore, the recommended risk management is to increase the discipline of the cage children in maintaining infrastructure such as wells as a source of drinking water and maintaining operational treatment so that it remains sterile. In addition, to avoid the growth of lice and parasites that interfere with broiler chicken farms in Hoder Village, Waigete District, it is recommended to spray using insecticides. Meanwhile, to maintain the cleanliness of the cage, it is expected to work together to clean the cage. Fitri (2014) stated that this risk management aims to prevent production risks caused by sources of production risks in livestock farms in Hoder Village, Waigete District.

2. Marketing Risk

According to the Respondent above, fluctuating prices can be a risk in marketing broiler chickens, in addition to the pressure of competition from broiler chicken farmers who are increasingly numerous in their place, thus affecting their marketing, especially the number of customers who are no longer as usual and marketing targets that are not fixed.

According to Bahari (2012), broiler chicken farming is a livestock that provides the largest contribution to the provision of national meat to meet the community's animal protein needs. However, this business has a high risk, especially marketing risk, so that the income of farmers is unstable.

The main problem in the chicken farming business carried out by community farms is the relatively small scale, so that income is difficult to achieve. The main obstacles of feed factors are prices, uneven provision and distribution which causes farmers to experience uncertainty in receiving profits (Fitriza, 2012). Other risks faced in chicken farming businesses are production risks caused by weather and climate as well as disease (Yemina, 2014).

Meanwhile, the SWOT analysis strategy is the systematic identification of various factors to formulate a strategy for developing a broiler chicken farming business based on the preparation of strategies described in the form of a SWOT matrix which can be used as a reference in developing a broiler chicken farming business in Hoder Village, Waigete District.

3. Strategies in overcoming the risks of broiler chicken farming businesses are:

a. Improving skills for farmers

Farmers who are less skilled in maintaining good broiler chickens should improve their skills to avoid disease and competitors and for the broiler chicken farming business in Hoder Village to develop further. The way to improve skills for farmers is by asking for help from PPL

Conclusion

Based on the research results that have been obtained, the researcher draws the following conclusions:

1. The results of the analysis in the broiler chicken farming business in Hoder Village, Waigete District are as follows:

a. Internal

1) Strengths: Products of sufficient quality, good road access, land availability, using personal capital and family labor

2) Weaknesses: Location close to settlements and also water is not smooth.

b. External

1) Opportunities: Increased employment opportunities, Cooperation with farmers, waste is processed into manure.

2) Threats: Many competitors, and the presence of broiler chicken diseases.

2. The results of the analysis of strategies in overcoming the risks of broiler chicken farming businesses in Hoder Village, Waigete District are as follows:

Based on the research that has been conducted and the research results that have been described above, the risks that exist in broiler chicken farmers in Hoder Village are production risks and marketing risks. The strategy to overcome these risks is to increase knowledge about managing broiler chicken farmers and increase understanding for farmers, maintain waste so that it does not disturb the surrounding community, especially in controlling diseases and pests in broiler chickens, besides that, what also needs to be improved is the marketing procedure.

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