

LEMBAR PERSETUJUAN KOMISI PEMBIMBING

DAYA SAING USAHA TERNAK AYAM BURAS DI KABUPATEN GORONTALO UTARA

TESIS

Disusun dan Diajukan oleh:

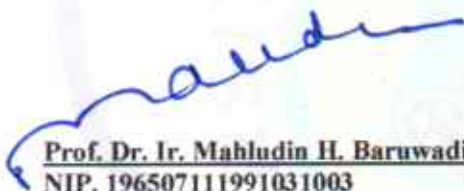
KUN DAUD
NIM 709 518 021

Disetujui untuk Diajukan kepada Panitia Ujian untuk Memperoleh Gelar
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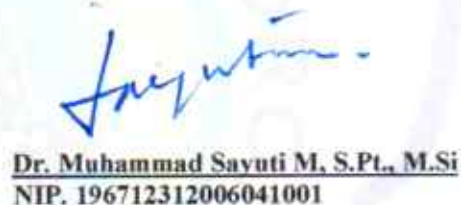
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LEMBAR PERSETUJUAN DAN PENGESAHAN

DAYA SAING USAHA TERNAK AYAM BURAS DI KABUPATEN GORONTALO UTARA

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ABSTRAK

Kun Daud. 709 518 021. 2021. *Daya Saing Usaha Ternak Ayam Buras di Kabupaten Gorontalo Utara*. Tesis Program Studi S2 Agribisnis, Program Pasca Sarjana, Universitas Negeri Gorontalo dibawah bimbingan Prof. Dr. Ir. Mahludin H. Baruwadi, M.P selaku pembimbing 1 dan Dr. Muhammad Sayuti M, S.Pt., M.Si pembimbing 2.

Penelitian bertujuan untuk menganalisis (1) daya saing usaha ternak ayam buras. (2) pendapatan petani peternak ayam buras (3) strategi pengembangan usaha ternak ayam buras. Penelitian ini merupakan penelitian kuantitatif. Sumber data yakni data sekunder dari BPS dan data primer melalui wawancara dan kuesioner. Analisis data yakni analisis daya saing (lokalisasi, spesialisasi dan basis), R/C ratio dan analisis SWOT. Hasil penelitian ini menunjukkan bahwa (1) Ternak ayam buras di Kabupaten Gorontalo Utara termasuk dalam komoditas yang memiliki daya saing karena termasuk komoditi yang spesial dan menyebar pada seluruh kecamatan, dimana menjadi sektor basis pada 45,45% kecamatan di Kabupaten Gorontalo Utara. (2) Pendapatan peternak ayam buras di Kabupaten Gorontalo Utara rata-rata setiap periode adalah Rp 2.490.306 dengan nilai R/C ratio untuk usaha ayam buras sebesar 3,485 satuan. (3) Posisi strategi pengembangan usaha ternak ayam buras di Kabupaten Gorontalo Utara berada pada kuadran 3 yakni strategi Turn Around. Strategi ini menekankan bahwa upaya peningkatan meningkatkan strategi pengembangan usaha ternak ayam buras di Kabupaten Gorontalo Utara dapat difokuskan pada pemanfaatan berbagai peluang untuk mengubah kelemahan petani peternak ayam buras.

Kata kunci: Ayam Buras, Daya Saing, Stimulus Pemerintah

ABSTRACT

Kun Daud. 709 518 021. 2020. *The Competitiveness of Native Chicken Business in Gorontalo Utara District.* Thesis, Master's Degree Program in Agribusiness, Postgraduate Program, State University of Gorontalo. The Principal Supervisor is Prof. Dr. Ir. Mahludin H. Baruwadi, M.P., and the Co-supervisor is Dr. Muhammad Sayuti M, S.Pt., M.Si.

This is quantitative research which aims to analyze (1) the competitiveness of native chicken farming, (2) the income of native chicken farmer, (3) to formulate a strategy for developing native chicken farming business. The sources of data are secondary data obtained from the website of the Central Bureau of Statistics (BPS) and primary data obtained from interview and questionnaire. The data analysis technique applies competitiveness analysis (localization, specialization, basis, and RCA), simple regression, and SWOT analysis. The research findings indicate that (1) The competitiveness of native chicken in Gorontalo Utara District can be seen from the result of the location coefficient, where native chicken is included in the category that spreads in Gorontalo Utara District with a low level of specialization. Then for the base, native chicken has the base in 5 districts, including Tomilito, Ponelo, Monano, Tolinggula, and Biau. (2) The average income or profit of the native chicken farmers is IDR 1,069,710, with an R/C ratio of 1.995 units. It can also be seen that the R/C ratio for native chicken farmers who do not regularly receive government stimulus assistance is 1.378 units and to those who regularly receive government stimulus assistance is 1.610 units. Even though it has a value above 1, this result is still quite small because the average income is smaller than the minimum wage of Gorontalo Province in 2019, which amounted to IDR. 2,384,020, so that native chicken farming still needs to be further developed. (3) The position of the native chicken business development strategy in Gorontalo Utara District is in quadrant 3 of what is called the Turn Around strategy. This strategy emphasizes that efforts to improve the development strategy of native chicken business in Gorontalo Utara District can be focused on utilizing various opportunities to turn the weaknesses of the native chicken farmer into strengths. This is so that farmers get a large income and an increase in the native chicken population in Gorontalo Utara District. There are 3 main strategies based on the SWOT analysis, including the development and improvement of livestock quality, strengthening of livestock stakeholder institutions, and providing rotating productive capital.

Keywords: Native Chicken, Competitiveness, Government Stimulus