

SULAIMAN. NIM120321100019. Struktur, Perilaku Dan Kinerja Usaha Ternak Sapi Perah di Desa Balung Anyar, Kabupaten Pasuruan. Dibawah bimbingan Andrie K. Sunyigono SP., MP. Ph.D

ABSTRAK

Usaha ternak sapi perah di Desa Balung Anyar Kabupaten Pasuruan dihadapkan dengan berbagai permasalahan seperti, kekurangan pakan hijauan, rendahnya posisi tawar, dan kekurangan modal. Tujuan dari penelitian ini adalah untuk menganalisis struktur, perilaku, dan kinerja usaha ternak sapi perah. Struktur usaha ternak dianalisis menggunakan analisis CR4 (*Concentration Ratio for Biggest Four*), dan hambatan masuk. Perilaku usaha ternak dianalisis menggunakan analisis deskriptif kualitatif dengan melihat sistem penentuan harga dan strategi bisnis berkenaan dengan usaha ternak sapi perah yang menjadi objek penelitian. Sedangkan kinerja pasar dianalisis menggunakan analisis R/C rasio. Hasil penelitian menunjukkan struktur pasar bersifat oligopoli, dengan konsentrasi empat peternak terbesar menguasai 45% penawaran dipasar. Perilaku peternak dalam menentukan harga pedet dengan sistem *break-event*. Harga susu ditentukan koperasi strategi bisnis yang banyak dilakukan ialah menjual sapi pedet sebagai tambahan penerimaan. Sedangkan nilai R/C rasio sebesar 1,69 menunjukkan kinerja usaha ternak baik dan layak dijalankan.

Kata kunci: struktur, perilaku, kinerja, usaha ternak, sapi perah

SULAIMAN. NIM120321100019. Structure, Behavior, and Performance Dairy cattle business in Balung Anyar Village Pasuruan Regency Supervised by Andrie K. Sunyigono SP., MP. Ph.D.

ABSTRACT

Dairy cattle business in Balung Anyar Village Pasuruan Regency is confronted with various problems such as shortage of forage, low bargaining power, and lack of capital. The aim of this study is to analyze the structure, behavior, and performance of the dairy cattle business. Structure of the cattle business is analyzed by using the analysis of CR4 (Concentration Ratio for Biggest Four) and barriers to entry. Behavior of the cattle business is analyzed by using descriptive qualitative analysis by looking at the pricing system and business strategy related to the dairy cattle business that becomes the object of this study. Moreover, the market performance is analyzed by using analysis of R/C ratio. The results of the study show that the market structure is oligopoly moderate, with the concentration of four largest breeders dominate 45 % of deals in the market. The behavior of breeders in determining the output price is by using break-event system or determining the price milk in cooperation. business strategy that much done is sell a calf as an additional revenue. In addition, the value of R/C ratio is 1,69 shows that the performance of the cattle business is good and feasible to run.

Keywords: structure, behavior, performance, cattle business, dairy cows.